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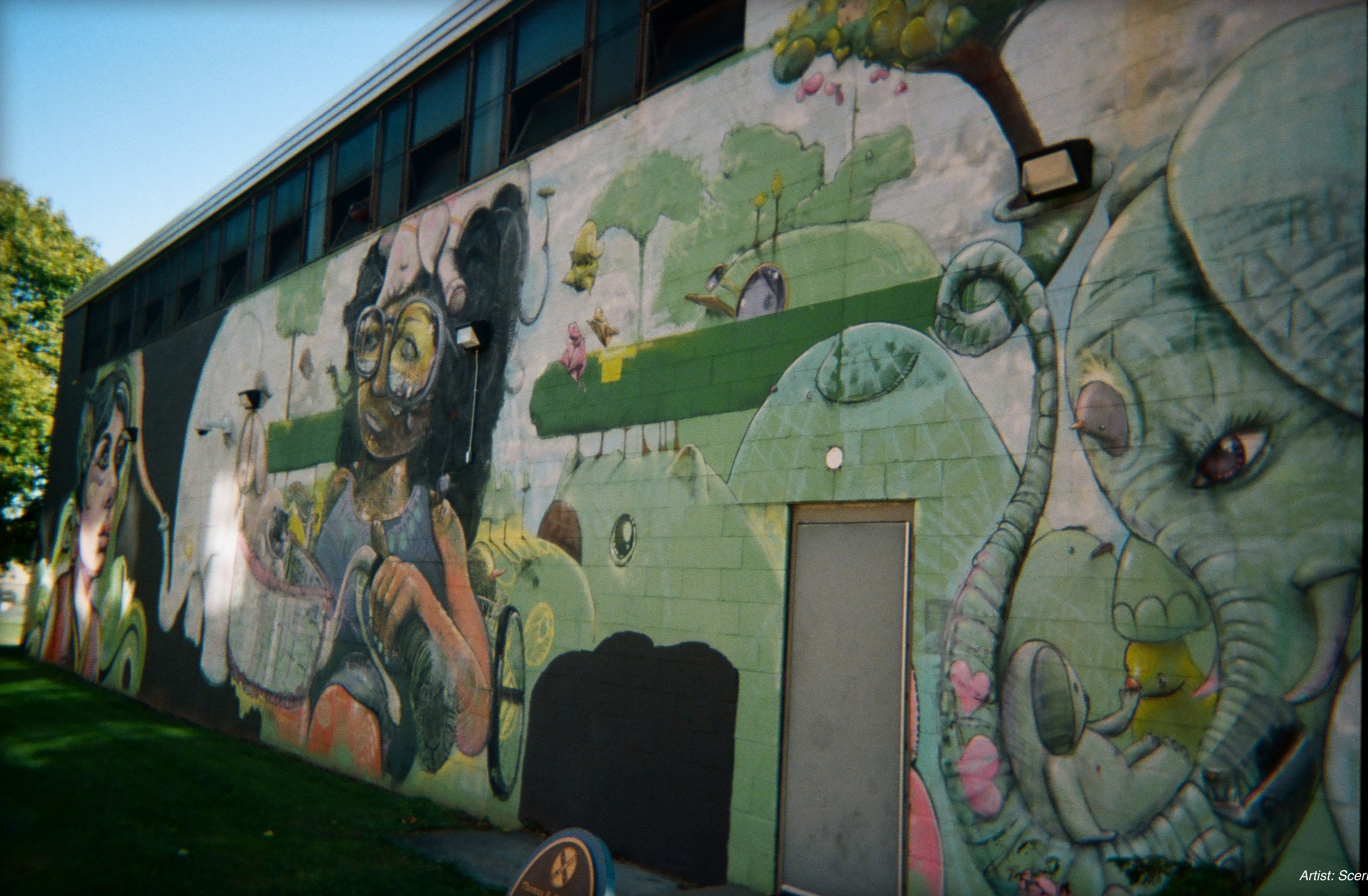
EL CAMINO REVITALIZATION PLAN 2026

Produced by the Community Design Center of Rochester in collaboration with Ibero-American Development Corporation



Artist: Scern

Acknowledgements

Land Acknowledgement

We acknowledge that we are on traditional territory of the Onöndowa'ga' or "the people of the Great Hill." In English, they are known as Seneca people, "the keeper of the western door." They are one of the six nations that make up the sovereign Haudenosaunee Confederacy. We strive to honor as well as respect the diverse Indigenous peoples connected to these lands with gratitude for the land itself and the peoples who have stewarded it throughout the generations.

Workshop Acknowledgement

We would like to acknowledge that the transcribed focus group notes included in this document were written directly by the community members who attended the workshop. Their comments, ideas, and strategies reflect their own perspectives and experiences, and may or may not fully align with the goals or priorities of the El Camino Revitalization Area (ECRA). We have preserved their words as they were shared, without alteration, in recognition of the value of their voices and contributions to the conversation.

During the field walk portion of the workshop, participants used Kodak 35mm film cameras to document existing conditions. The photographs captured during this activity are included in this report to further reflect community observations and insights.

El Camino Acknowledgement

Welcome to El Camino, a culturally-rich, diverse community adjacent to the Genesee River in Northeast Rochester, NY. It has been home to many nationalities and immigrant populations throughout the history of the neighborhood. This document reflects years of listening, learning and understanding history, challenges, opportunities, and provides recommendations for moving this community forward.
As a manifestation of its long held commitment to this area and its residents' well-being, the Ibero-American Development Corporation (IADC) commissioned this work. It is our collective hope that this document captures the true perception of the area with the purpose of forging a better and brighter future for the neighborhood.
There are many individuals, organizations, and institutions who have contributed their time and resources to this effort and an acknowledgment of Steering Committee members and public input meetings are included. This document is a guide meant to be expanded upon by the community that reflects the vision of residents as we move forward in the next phase of community development in and around El Camino.

Ibero-American Development Corporation (IADC) greatly acknowledges the support of the funders who's investment made the work possible.

ESL

greater rochester Health foundation

THE COMMUNITY FOUNDATION

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Introduction & History: El Camino Revitalization Area (ECRA)

Culturally rich community located along the Genesee River in Northeast Rochester, NY. The El Camino Revitalization Area (ECRA) has long been home to a diverse mix of nationalities and immigrant populations. Commissioned by the Ibero-American Development Corporation (IADC) with support from other partners, this document reflects years of listening, planning, and community engagement. It aims to present a clear vision for the neighborhood's future, shaped by resident input and rooted in the area's unique history and identity.

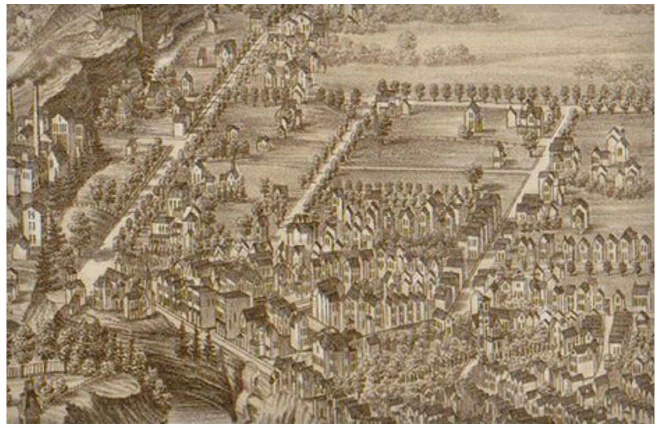
The original visioning process began in 2016, when residents, community leaders, and urban planning professionals came together to identify challenges and opportunities for El Camino. Their work culminated in the El Camino Revitalization Vision Plan, a comprehensive guide for sustainable and inclusive development.

In 2026, the steering committee reconvened to update the plan, reflecting on nearly a decade of accomplishments and ongoing challenges. Over 60 participants attended a full-day design workshop on October 19, 2026, reaffirming their commitment to shaping a neighborhood where people can live, work, and thrive. This updated plan will continue to serve as a roadmap for community-driven progress in the years ahead.

A Century of Growth and Change in the El Camino Revitalization Area

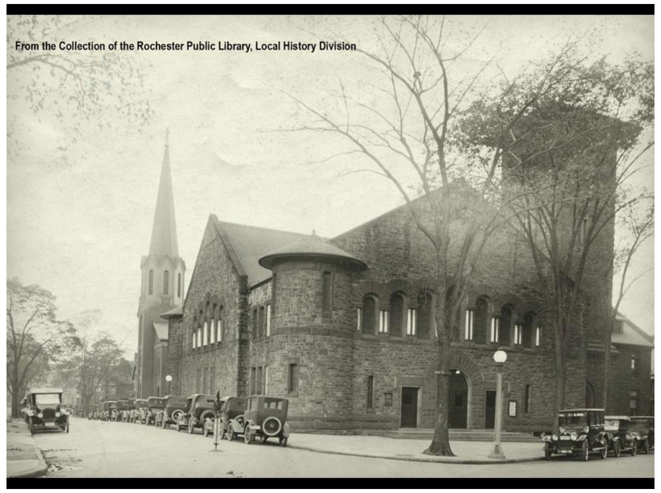
The El Camino Revitalization Area was incorporated into the City of Rochester in 1834, following its early development as the "Dublin" settlement along the Genesee River. Initially part of the city's 5th Ward, the neighborhood was later divided among several wards until the ward system was eliminated in the 1960s.

The first major wave of settlement occurred in the 1820s and 1830s, when Irish immigrants established the Dublin settlement, followed closely by German immigrants who built modest cottages along the eastern edge of the neighborhood.



1880 Panoramic View of Evergreen Tract, Rochester NY

Early growth was limited by poor access to jobs across the Genesee River, but the construction of the Auburn and Rochester Railroad in the late 1830s brought new employment opportunities and steady population growth. As the community matured, immigrant groups established vital institutions, including St. Bridget's Church for the Irish and St. Joseph's Church for the Germans, which served not only as places of worship but also as cultural and social anchors.



From the Collection of the Rochester Public Library, Local History Division

Temple B'rith Kodesh (Early 1900's)

The area also developed a strong industrial identity, including early beer gardens and breweries in the 1840s.

A major building boom followed in the 1850s and 1860s as the clothing industry took root. Transportation improvements such as the Vincent Place Bridge, completed in 1873, finally provided safe access across the river and spurred further residential and industrial development. German brewery owners, including Henry Bartholomew, expanded their operations and encouraged skilled workers to build homes nearby. St. Michael's Church was established during this period and continues to serve successive immigrant groups today. By 1874, Bausch and Lomb opened its first building in the area, and public and parochial schools were constructed to serve the growing population.

e0000419.jpg Rochester Municipal Archives

Saint Paul Street & Central Avenue 1913

In the late 19th and early 20th centuries, electrification of the horse-car system and the construction of the Platt Street Bridge further connected the neighborhood to the rest of Rochester. New waves of immigrants arrived from Southern and Eastern Europe, along with Jewish families from Poland and Russia. As earlier immigrant groups moved outward from the city core, Italians renamed their section of the neighborhood "Mount Allegro." Local industry continued to expand, with companies such as Bartholomay Brewing and Yawman and Erb providing employment opportunities.

From the Albert R. Stone Negative Collection, Rochester Museum & Science Center, Rochester, N.Y.

Garment Workers Strike- Saint Paul Street 1913

This era also saw the emergence of a strong labor movement. Workers organized through groups such as the Labor Lyceum and the Amalgamated Workers, hosting unions, socialist organizations, and major strikes to protest unsafe conditions and poor wages. At the same time, the neighborhood faced mounting challenges, including overcrowding, poor sanitation, and substandard housing. Social workers and community organizations, including the North East Conference, documented these conditions, while discriminatory practices such as redlining limited housing opportunities for African-American residents. In the late 1940s and early 1950s, the city responded with community driven reinvestment efforts that included "slum" clearance and the construction of public housing.

Introduction & History:
El Camino Revitalization Area (ECRA)

Cultural Identity, Activism, and Disinvestment

A significant demographic shift occurred in the mid-20th century with the arrival of African-American and Puerto Rican families. In the late 1960s, a new era of community activism emerged as Latino residents faced widespread job and housing discrimination. In response, the Ibero-American Action League was formed in 1968 to advocate for civil rights, social services, and neighborhood improvement. This moment marked a turning point in the neighborhood's cultural visibility, followed shortly by the first Puerto Rican Festival in Rochester in 1969.

As migration from Puerto Rico increased during the 1970s, new initiatives were launched, including Spanish-language job training programs and cultural sensitivity training for employers. The community also took direct action on housing, most notably through the development of Los Flamboyanes in 1975—the city's first housing project initiated and occupied primarily by Latino residents.

Despite these efforts, the ECRA experienced significant population and manufacturing job losses due to a combination of white flight, redlining, and expressway development that bypassed urban neighborhoods and disrupted long-standing community connections.

Revitalization and Reinvestment: Transforming El Camino's Landscape

Beginning in the 1990s & 2000s, targeted revitalization efforts focused on stabilizing the neighborhood and reinforcing its cultural identity. The North Clinton Avenue Commercial Revitalization Project aimed to bring essential services closer to residents, recognizing that many households lacked access to private vehicles. This effort resulted in the opening of a Tops Friendly Market and the rebranding of North Clinton Avenue as "La Avenida," solidifying its role as the cultural and commercial heart of Latino community.

Michelsen Building (Present) at Avenue D and Conkey

El Camino Estates, completed in two phases (2010 and 2012)

Housing development has remained central to revitalization efforts. The Ibero-American Development Corporation (IADC) has led the creation of hundreds of affordable housing units, including:

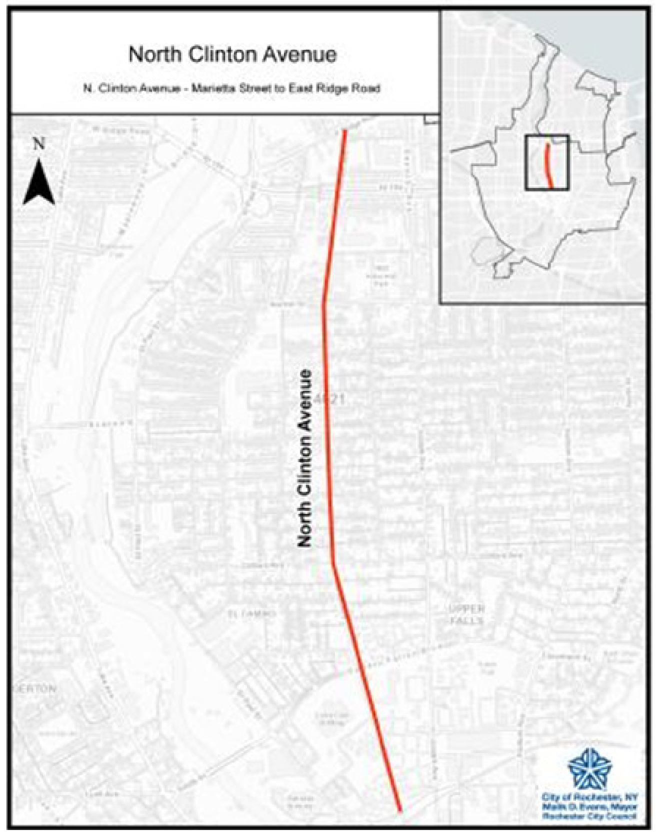
- El Camino Estates (50 single-family homes)
- Buena Vista Manor / Saint Michael's Apartments II (senior housing)
- Redevelopment of the historic Michelson Building at Avenue D and Conkey Avenue
- Pueblo Nuevo, a multi-phase development delivering 1-, 2-, and 3-bedroom affordable homes across Clifford Avenue, North Clinton Avenue, Sullivan Street, Hoeltzer Street, and Kappel Place, along with a new community center

Public spaces have also been transformed. International Plaza (formerly La Marketa), completed in 2020 on North Clinton Avenue, serves as a major neighborhood gathering space. Designed around Hispanic cultural norms, it features repurposed shipping containers for local vendors, a covered bandstand, seating, bike racks, landscaping, ADA-accessible pathways, green infrastructure, lighting, and distinctive design elements celebrating neighborhood identity.

La Marketa at International Plaza

Avenue D Street Makeover. Credit: Reconnect Rochester

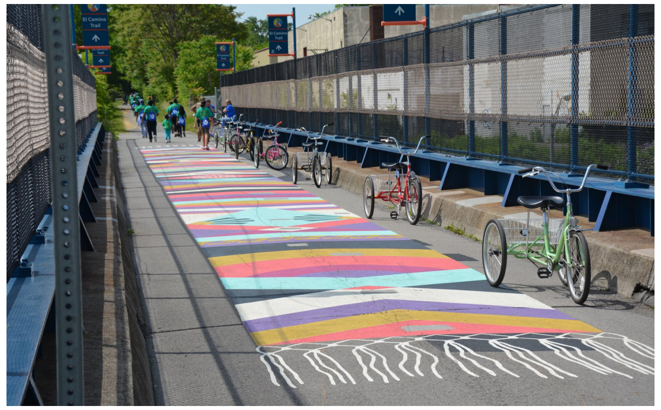
Complementing these housing and placemaking efforts is the North Clinton Avenue improvement Project (2026-2027), which targets roadway improvements from Marietta Street to East Ridge Road. During preliminary design, the addition of bicycle facilities, curb bump-outs, and other Complete Streets elements will be evaluated. Together, these improvements will improve accessibility & ride quality, and extend the useful life of this critical neighborhood corridor, supporting increased residential density and safer multimodal travel along La Avenida.



North Clinton Avenue Milling and Resurfacing Project

Introduction & History:
El Camino Revitalization Area (ECRA)

The Genesee Land Trust (GLT) has been a driving force in the revitalization of the El Camino Revitalization Area (ECRA), focusing on transforming neglected industrial land into essential green infrastructure. Beginning around the year 2000, the GLT acted as the catalyst to convert an abandoned CSX railroad right-of-way into a recreational greenway. This ambitious project required extensive collaboration with partners, including the City of Rochester, the Ibero-American Development Corporation (IADC), and neighborhood groups, to secure funding and lead community engagement.


El Camino Trail Genesee Land Trust

The GLT's efforts resulted in two major public assets that anchor the neighborhood's outdoor life: Conkey Corner Park and the Thomas R. Frey Trail at El Camino. Conkey Corner Park, completed in 2008, serves as a community hub and features a playground built by over 300 community volunteers in 2010. The Thomas R. Frey Trail, a 2.25-mile trail that opened in 2012, is a crucial corridor for hiking and biking, connecting the ECRA to the Genesee Riverway Trail and Seneca Park.

Beyond creating these physical spaces, the Genesee Land Trust maintains a deep commitment to community building within the ECRA. The organization runs youth programming, such as the Teens for the Earth workforce development program, which provides local high school students with job training, leadership skills, and hands-on experience in land stewardship. This commitment ensures that the legacy of revitalization continues to be maintained and that local residents are empowered to be the future stewards of their neighborhood's valuable green spaces.

Community Assets

Despite ongoing challenges, El Camino is home to a strong network of community assets and grassroots organizations that continue to shape its future. These include:

Café El Camino
City of Rochester Avenue D R-Center
City of Rochester Northeast Neighborhood Service Center
Clinton Family Health Center
CONEA
Conkey Cruisers
Cutler Plus Community Block Club
Don Samuel Torres Park
FLRT Block Club
Genesee Land Trust
Group 14621 Community Association Inc.
Iglesia Jehova Jireh
Huntington Park Block Club
Ibero-American Action League, Inc.
Ibero-American Development Corporation
Los Flamboyanes (under construction)
North Clinton Business Association
Oscar Street Block Club
Roberto Clemente School #8
Rochester Hispanic Youth Baseball League
Rochester School for the Deaf
Salvation Army
Santidad Pentecostal
Scranton Street Block Club
St. Michael's Church

Don Samuel Torres Park

El Camino Cafe

Avenue D Rec Center

The Neighborhood Today

Population:

- The most specific population data available for the El Camino Revitalization Area (ECRA) is an older figure, but it provides a clear picture of the neighborhood's size: Based on a neighborhood description using U.S. Census data, the total reporting population for the area was 12,279 residents.
- It is important to note that this figure is not a current-year estimate but reflects a historical census-based number (published in 2018, likely reflecting 2010-2016 data). However, it is the most precise figure for the specific boundaries of the El Camino neighborhood.
- For context, the surrounding City of Rochester, NY had an estimated total population of 207,274 as of July 1, 2023.

Economics:

The economy of the El Camino Revitalization Area (ECRA) is defined by its strategic community-led development efforts, its status as an important commercial and cultural center for the Latino community, and its focus on increasing affordable housing.

- Income: While specific, current median household income data for the ECRA is not specifiacally defined, the surrounding City of Rochester has a median household income of $46,882 (2026 Census), which is significantly lower than the broader Rochester Metro Area. Neighborhoods like El Camino generally fall at or below city average.
- Housing Market: Homes in the El Camino neighborhood are notably affordable compared to the greater metro area. Recent data places the median listing home price in El Camino around $89,900, which is much lower than the median

Introduction & History:
El Camino Revitalization Area (ECRA)

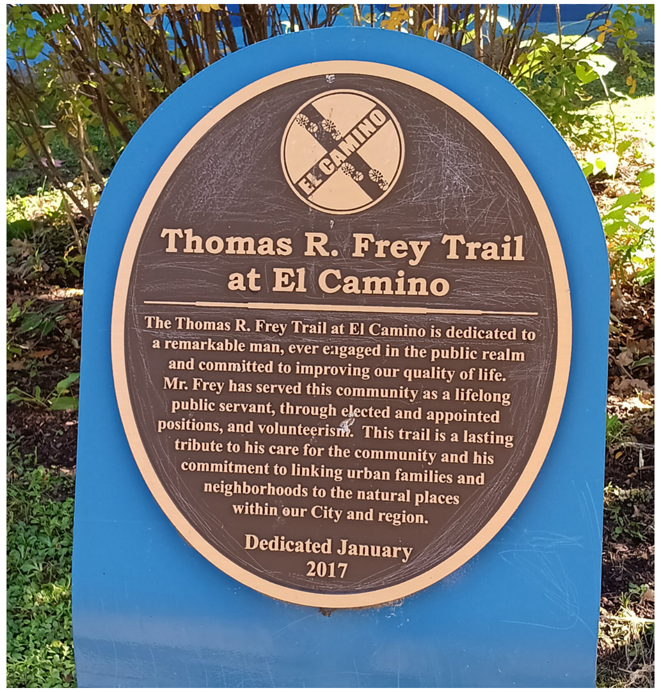
listing price for the City of Rochester as a whole. Housing opportunities are actively being supported through affordable development programs and partnerships.

- Economic and Business Development: The commercial life of El Camino is centered on its primary business corridor, North Clinton Avenue, which is affectionately known as "La Avenida."
- International Plaza ("La Marketa"): This outdoor cultural and market space is a major economic anchor, fostering small business growth and cultural entrepreneurship, particularly for Latino-owned businesses.
- Affordable Housing as Economic Stimulus: Major economic development efforts have been driven by the Ibero-American Development Corporation (IADC) and state funding, focusing on mixed-use affordable housing projects. The Pueblo Nuevo development, which includes over 100 affordable homes across two phases, not only provides housing stability but also aims to drive local business development by bringing more families and consumers into the area.
- Community Facilities: The development includes the Ibero Community Center, which provides resources for business development, workforce training, and other services that support economic advancement for residents.

In summary, the ECRA's economy is characterized by a reliance on revitalization investment, a strong core of Latino small businesses along its main corridor, and an ongoing focus on using affordable housing and community assets to foster long-term stability and growth.

Transportation:
Transportation in the El Camino Revitalization Area is characterized by a strong mix of public transit, active transportation infrastructure, and ongoing neighborhood-level safety improvements.

El Camino Trail Rider


EL CAMINO
Thomas R. Frey Trail at El Camino
The Thomas R. Frey Trail at El Camino is dedicated to a remarkable man, ever engaged in the public realm and committed to improving our quality of life. Mr. Frey has served this community as a lifelong public servant, through elected and appointed positions, and volunteerism. This trail is a lasting tribute to his care for the community and his commitment to linking urban families and neighborhoods to the natural places within our City and region.
Dedicated January 2017

El Camino Trail original marker/ dedication plaque

- Public Transit (RTS Bus Service): The neighborhood is served by the Regional Transit Service (RTS), the primary public transportation provider for the Rochester area.
- Key Bus Routes: Major city routes likely travel along North Clinton Avenue and St. Paul and Clifford surrounding the neighborhood, providing connections to downtown Rochester and the RTS Transit Center. East to West bus service connection is lacking for many residents to access job centers, healthcare, and services.
- Active Transportation: Walking and biking, a defining feature of the El Camino neighborhood, is focused on non-motorized transportation, with the 2012 El Camino Trail. The El Camino is a 2.25-mile multi-use greenway was converted from an abandoned freight rail line. It serves as a major transportation and recreational asset, providing a safe corridor for walking, running, and biking. The trail runs through the neighborhood and connects to other parts of the city's trail network, including the Genesee Riverway Trail and Seneca Park.
- "Complete Streets" Initiatives: The City of Rochester and community partners like Reconnect Rochester have focused on implementing "Complete Streets" design principles in the El Camino area; St. Paul, N. Clinton, Sullivan Street, Holtzer Street.
- Safety Improvements: This includes projects to calm traffic and make intersections safer for pedestrians and cyclists, such as a Complete Streets Makeover at Avenue D & Hollenbeck Street to reduce traffic speeds and increase pedestrian visibility.
- Road Network and Access: The main roads that define the El Camino area, such as N.Clinton Avenue and Clifford Avenue, are critical for local movement. Regional Access- While the neighborhood itself is focused on local street connectivity, it is situated near major roadways that connect to the broader Rochester road network.
- Mobility Focus: City planning efforts, such as the Comprehensive Access and Mobility Plan (CAMP) and the Active Transportation Plan, prioritize safety and accessibility (pedestrians, cyclists, and transit riders) within neighborhoods like El Camino.

Housing & Buildings:
With over 300 vacant lots in the Focus Areas we chose to study, there is opportunity to explore different types of housing for the residents in El Camino. Programs below have been successful in creating new affordable housing for ownership and rental in the community.

Upper Falls

Los Flamboyanes (Under Construction; Project by Landsman Realestate Services Inc.,Passero Architects, ME Engineering & Christa Construction)

El Camino 2016 Recommendations

A significant part of the advisory committee's pre-workshop efforts included discussions about the major local, national, and worldwide events that have reshaped many of our cultural norms and influenced how our communities look, feel, and function. The initial effort also included a detailed review of the focus area recommendations presented in the 2016 El Camino Revitalization Area Vision Plan. The committee aimed to fully understand the recommendations and determine if they were completed, being planned, currently executed, or ongoing maintenance tasks. If the recommendations were not completed or currently in the planning phase, the committee assessed their relevance to today's conditions.

The 2016 Vision Plan did not specify who would champion each recommendation, propose a timeframe for implementation (short-term, mid-term, or long-term), or prioritize them. The focus area recommendations from the 2016 Vision Plan were distilled into a spreadsheet format and are presented in Table X. Columns for responsible entity, priority, and timeframe were added to the spreadsheet for future use in guiding and tracking the progress of the recommendations.

Focus Area 1- North Clinton Ave

El Camino Revitalization Area Vision Plan - 2016 Focus Area 1 Recommendations

				Action Status						
Focus Area	**Observations**	**Goals (Long Term Outcomes)**	**Objectives (Short Term Actions)**	**Agency / Organization Responsible**	**Priority**	**Completed**	**In Process**	**On-going**	**Still Relevant**	**Not Relevant**
NORTH CLINTON AVENUE	Safety of Public Spaces	Make North Clinton Avenue a cultural desination and improve safety for all users	○ Schedule regular maintenance and cleaning of public areas	City of Rochester DES	H			X	Yes	
			○ Add signage with emergency information to increase security awareness	City of Rochester DES	L			X	Yes	
			○ Install surveillance cameras and increase lighting in public spaces	City of Rochester DES	H			X	Yes	
	Public Health	Improve overall health and well-being through enhanced public spaces	○ Improve access to green spaces by adding clear pathways and seating areas	City of Rochester DES	M			X	Yes	
			○ Prepare landscape plan and install additional native trees and shrubs to enhance well-being of residents	City of Rochester DES	L			X	Yes	
	Parking	Improve attractiveness and functionality of parking along North Clinton Avenue	○ Update and clarify parking signage to prevent illegal parking	City of Rochester Parking	M			X	Yes	
			○ Enforce parking rules more strictly to ensure streets can be plowed	Public/Private	H		X		Yes	
			○ Improve lighting and maintenance of parking lots	City of Rochester DES	M			X	Yes	
	Pedestrian Circulation	Ensure pedestrian and cyclist safety while improving connectivity	○ Install additional crosswalks at key intersections to direct pedestrian movement	City of Rochester DES	H			X	Yes	
			○ Add pedestrian barriers in areas prone to jaywalking to control the flow of foot traffic	City of Rochester DES	H			X	Yes	
			○ Increase signage and pedestrian signals at intersections	City of Rochester DES	M			X	Yes	
	Distressed Vacant Properties	Repurpose vacant buildings and enhance opportunities for local businesses	○ Create incentives for local businesses to repurpose vacant buildings	City of Rochester Economic Dev	M			X	Yes	
			○ Encourage temporary markets to activate empty spaces	Public/Private	M		X		Yes	
			○ Conduct a study for the adaptive reuse of vacant buildings	Public/Private	L			X	Yes	

Description:

This focus area includes the length of North Clinton Avenue from the intersection at Upper Falls to the intersection at Avenue D

Identified Assets:

St Micheal's Church, Don Samuel Torres Park,Greenspace(LaMarketa site), Schooll #20, El Pilon REstaurant, BUrgos Tax, Salvation Army, SAntidad Penecostal, Group 14621 Community ASsociation, Inc., North Clinton AVenue Firehouse

Notes:

El Camino 2016 Recommendations

Focus Area 2- St. Paul Blvd.

El Camino Revitalization Area Vision Plan - 2016 Focus Area 2 Recommendations

				Action Status						
Focus Area	Observations	Goals (Long Term Outcomes)	Objectives (Short Term Actions)	Agency / Organization Responsible	Priority	Completed	In Process	On-going	Still Relevant	Not Relevant
SAINT PAUL BOULEVARD	Public Safety	Improve sight lines at the Saint Paul bend near Huntington Park	○ Conduct a traffic study	City of Rochester DES	H	No			Yes	
			○ Install traffic calming solutions (speed feedback signs)	County of Monroe	H	No			Yes	
			○ Work with police to increase enforcement of traffic laws during peak hours	RPD	M			x	Yes	
	Public Health	Improve overall health and well-being of residents through environmental design	○ Consider mental and physical health impacts when planning public improvements	El Camino	M			x	Yes	
			○ Introduce greenery and shade structures to enhance public spaces	City of Rochester DES	H	Yes			Yes	
			○ Install public seating in green spaces to encourage more time spent outside	City of Rochester DES	L			x	Yes	
	Sidewalk Conditions	Develop strategies for sustainable pedestrian and road infrastructure	○ Conduct a sidewalk assessment, identify what can be immediately repaired	City of Rochester DES	H			x	Yes	
			○ Implement a repair grant program for property owners to fix damaged sidewalks	City of Rochester DES	L	No			Yes	
			○ Partner with local schools to highlight necessary upgrades	City School District	M	No			Yes	
			○ Increase lighting along sidewalks to improve visibility and safety	City of Rochester DES	H			x	Yes	
	Huntington Park Mall	Enhance and protect greenspaces	○ Identify improvements to the mall's center median, add greenery in the median	City of Rochester DES / Huntington Park Block Club	H	No		x	Yes	
			○ Add benches and other amenities to make the median more user-friendly	City of Rochester DES / Huntington Park Block Club	M	No			Yes	
			○ Improve signage to make the space more accessible to the public	City of Rochester DES / Huntington Park Block Club	L	Yes			Yes	
	Pedestrian Crossings	Ensure safe pedestrian routes to school and other destinations	○ Paint bright, visible crosswalks and add countdown timers at intersections	City of Rochester DES	H	No		x	Yes	
			○ Install flashing lights at key crosswalks to alert drivers of pedestrian activity	City of Rochester DES	H	No			Yes	
			○ Create a map showing safe paths for students, distribute to families and schools	City School District / Huntington Park Block Club	L	No			Yes	

Description:

This focus area includes all of Huntington Park and the length of St. Paul Street from Scrantom Street to Avenue A

Identified Assets:

Housing Stock, Free Deliverence Church, Jehovah's Witness, School #8, Hungtington Park Neighborhood Watch

Notes:

El Camino 2016 Recommendations

Focus Area 3- El Camino Trail & Conkey Ave

El Camino Revitalization Area Vision Plan - 2016 Focus Area 3 Recommendations

						Action Status				
Focus Area	**Observations**	**Goals (Long Term Outcomes)**	**Objectives (Short Term Actions)**	**Agency / Organization Responsible**	**Priority**	**Completed**	**In Process**	**On-going**	**Still Relevant**	**Not Relevant**
EL CAMINO TRAIL & CONKEY AVENUE	Public Safety	Minimize illegal and intimidating activities while fostering a welcoming environment	○ Install lighting along the trail and at entry points to improve visibility	City of Rochester DES	M				x	
			○ Design and construct physical barriers (bollards, gates) to restrict motorized vehicle access	City of Rochester DES	H			x	x	
			○ Implement regular police or community patrol along the trail	RPD	M		x		x	
			○ Encourage community policing efforts and organize "Trail Watch" volunteer groups	El Camino	M			x	x	
			○ Increase visibility of signage and emergency call boxes along the trail for safety	City of Rochester DES	L				x	
	Public Health	Maximize physical and mental health benefits of the trail to residents and users	○ Partner with local organizations and health services to create regular health-oriented events	El Camino	L		x		x	
			○ Install fitness equipment and wayfinding signage with health tips at trail entrances and key points	City of Rochester Recreation	M			x		
			○ Connect trail to regional trail systems, parks, and nearby health facilities to encourage more activity	City of Rochester DES	H			x	x	
			○ Integrate accessible trail features for seniors and differently-abled residents	City of Rochester Recreation	H			x	x	
			○ Improve landscaping with trees and seating areas to encourage relaxation and mental well-being	City of Rochester DES	M			x	x	
	Connectivity	Improve connections between the trail and surrounding neighborhoods and foster social, economical, and environmental integration	○ Inventory and map all vacant properties near the trail to identify potential connections	City of Rochester	H		x		x	
			○ Build well-marked access points and trailheads at key intersections with safe crosswalks	City of Rochester DES	H			x	x	
			○ Establish wayfinding and informational kiosks for nearby amenities, public transit, and cultural attractions	City of Rochester DES	H				x	
			○ Work with local businesses to create neighborhood connections through pedestrian plazas and open spaces	City of Rochester NSC	M			x	x	
			○ Ensure that trail access supports a mix of transportation modes	City of Rochester DES	M				x	
	Environment & Sustainability	Create a green and sustainable trail that enhances the natural environment and contribute to the area's ecological resilience	○ Implement a tree-planting program along trail for shade and ecological enhancement	City of Rochester DES	M		x		x	
			○ Introduce stormwater management features like bioswales, rain gardens, and permeable paving	City of Rochester DES	L				x	
			○ Develop a volunteer-driven community garden or urban farming initiative along sections of the trail	El Camino	L					
			○ Install trash and recycling bins at regular intervals and maintain a litter-free environment	City of Rochester DES	M			x	x	
			○ Collaborate with local environmental organizations to promote habitat restoration and native plantings	El Camino	M		x	x	x	
	Cultural & Historical Preservation	Enhance the cultural and historical identity of the trail by preserving and promoting neighborhood heritage. Ensure that new developments or projects maintain and respect the architectural and historical integrity of the area.	○ Inventory and document cultural and historic resources along the trail and surrounding neighborhoods	El Camino	M			x	x	
			○ Develop interpretive signage and public art that highlight the local history, architecture, and culture	City of Rochester DES	M			x	x	
			○ Organize cultural events that engage residents and visitors in the history of the area	El Camino	M		x		x	
			○ Work with local schools and organizations to create walking tours focused on history and heritage	El Camino	L			x	x	

Description:

This focus area will look at the immediate area east and west of the trail fron Scrantom Street to Avenue D to include Conkey Avenue and its considerations towards the trail.

Identified Assets:

City of Rochester, Genesee Land Trust, Avenue D R-Cdenter, Conkey Cruisers, Group 14621 Community Association INc., El Camino Estates, Ibero-American Development Corporation

Notes:

El Camino 2016 Recommendations

Focus Area 4- Conkey Corner Development

El Camino Revitalization Area Vision Plan - 2016 Focus Area 4 Recommendations				Action Status						
Focus Area	**Observations**	**Goals (Long Term Outcomes)**	**Objectives (Short Term Actions)**	**Agency / Organization Responsible**	**Priority**	**Completed**	**In Process**	**On-going**	**Still Relevant**	**Not Relevant**
CONKEY CORNERS DEVELOPMENT	Safety of Public Spaces	Address safety concerns regarding these corners	○ Schedule regular maintenance and cleaning of public areas	City of Rochester DES	H		X	X	X	
			○ Encourage more families to be out and use Conkey Corner Park	El Camino	H		X	X	X	
			○ Install surveillance cameras, signage and increase lighting in public spaces	City of Rochester DES	H				X	
	Public Health	Encourage more families to be out and use Conkey Corner Park	○ Improve access to green spaces by adding clear pathways and seating areas	City of Rochester DES	H		X	X	X	
			○ Prepare landscape plan and install additional native trees and shrubs to enhance well-being of residents	City of Rochester DES	M			X	X	
	Parking	Address on street parking	○ Update and clarify parking signage to prevent illegal parking	County of Monroe	M			X	X	
			○ Enforce parking rules more strictly to ensure streets can be plowed	RPD	H			X	X	
			○ Traffic calming strategies in future planning	County of Monroe	M			X	X	
	Pedestrian Circulation	Make crossing at Ave D safer	○ Install additional crosswalks at key intersections to direct pedestrian movement	City of Rochester DES	H			X	X	
			○ Bring seniors out of housing units Ave A & Conkey Ave	El Camino	M			X	X	
			○ Increase signage and pedestrian signals at intersections	City of Rochester DES	H			X	X	
	Distressed Vacant Properties	Improve the attractiveness of each intersection, where appropriate	○ Create incentives to repurpose vacant buildings	City Planning Dept.	H			X	X	
			○ Encourage temporary markets to activate empty spaces	City Planning Dept.	M			X	X	
			○ Conduct a study for the adaptive reuse of vacant buildings	City Planning Dept.	M			X	X	

Description:

This focus area will look at enhancements to three very specific corners along Conkey Avenue that serves as major nodes to the community and provide access to the Trail, Avenue D R-Center and other assets in the community.
Intersection 1: Clifford & Conkey Avenue
Intersection 2: Avenue A & Conkey Avenue
Intersection 3: Avenue D & Conkey Avenue

Identified Assets:

Friendly Mart, Conkey Corner Park, Genesee Land Trust, Ave D R-Center, City of Rochester, Vacant structures, Vacant lots, Michelson Building, Urban League, El Camino Estates, Ibero-American Development Corporation

Notes:

El Camino 2016 Recommendations

Focus Area 5- Neighborhood Streets

El Camino Revitalization Area Vision Plan - 2016 Focus Area 5 Recommendations										
						Action Status				
Focus Area	**Observations**	**Goals (Long Term Outcomes)**	**Objectives (Short Term Actions)**	**Agency / Organization Responsible**	**Priority**	**Completed**	**In Process**	**On-going**	**Still Relevant**	**Not Relevant**
NEIGHBORHOOD STREETS	Safety of Public Spaces	Slow the traffic	○ Create opportunities for residents' to enhance the street in which they reside	City of Rochester DES	M			X	X	
			○ Use traffic calming strategies - narrow one way streets	County of Monroe	M			X	X	
			○ Improve usability of the neighborhood (street conditions, sidewalks, curbing, crosswalks)	City of Rochester DES	H		X	X	X	
	Public Health	Plant trees on the street sides and utilize green spaces	○ Improve access to green spaces by adding clear pathways and seating areas	City of Rochester DES	H		X	X	X	
			○ Prepare landscape plan and install additional native trees and shrubs to enhance well-being of residents	City of Rochester DES	M			X	X	
	Parking	On street parking	○ Update and clarify parking signage to prevent illegal parking	County of Monroe	H			X	X	
			○ Enforce parking rules more strictly to ensure streets can be plowed	RPD	H		X	X	X	
			○ Improve lighting and maintenance of parking lots	City of Rochester DES	H		X	X	X	
	Pedestrian Circulation	Sightlines for all modes of transportation to enhance existing housing stock	○ Install additional crosswalks at key intersections to direct pedestrian movement	City of Rochester DES	H		X	X	X	
			○ Add pedestrian barriers in areas prone to jaywalking to control the flow of foot traffic	City of Rochester DES	H			X	X	
			○ Increase signage and pedestrian signals at intersections	City of Rochester DES	M			X	X	
	Distressed Vacant Properties	Repurpose vacant buildings and enhance opportunities for local businesses	○ Create incentives to repurpose vacant buildings	City Planning Dept.	H			X	X	
			○ Encourage temporary markets to activate empty spaces	City Planning Dept.	H		X	X	X	
			○ Conduct a study for the adaptive reuse of vacant buildings	City Planning Dept.	M			X	X	

Description:

This focus area will look at both two-way and one-way streets in the neighborhood to consider design enhancements that can improve safety, transportation (vehicle, bicycle, pedestrian), and overall quality of life.

Identified Assets:

Housing stock, tree lawns, vacant lots, vacant structures, width of street(s), lighting and connecting streets

Notes:

El Camino 2016 Recommendations

Focus Area 6- Underutilized Buildings & Sites

El Camino Revitalization Area Vision Plan - 2016 Focus Area 6 Recommendations										
					Action Status					
Focus Area	**Observations**	**Goals (Long Term Outcomes)**	**Objectives (Short Term Actions)**	**Agency / Organization Responsible**	**Priority**	**Completed**	**In Process**	**On-going**	**Still Relevant**	**Not Relevant**
UNDERUTILIZED BUILDINGS & SITES	Safety of Public Spaces	Improve on park like qualities of green spaces	○ Schedule regular maintenance and cleaning of public areas	City of Rochester DES	H		X	X	X	
			○ Add signage with emergency information to increase security awareness	City of Rochester DES	H			X	X	
			○ Install surveillance cameras and increase lighting in public spaces	City of Rochester DES	M			X	X	
	Public Health	Improve attractiveness of the area	○ Improve access to green spaces by adding clear pathways and seating areas	City of Rochester DES	M		X	X	X	
			○ Prepare landscape plan and install additional native trees and shrubs to enhance well-being of residents	City of Rochester DES	M			X	X	
	Parking	Address street parking - Opportunities to improve public realm	○ Update and clarify parking signage to prevent illegal parking	County of Monroe	M			X	X	
			○ Enforce parking rules more strictly to ensure streets can be plowed	RPD	H			X	X	
			○ Improve lighting and maintenance of parking lots	City of Rochester DES	H			X	X	
	Pedestrian Circulation	Strengthen existing but underutilized assets - vacant lots, trail	○ Install additional crosswalks at key intersections to direct pedestrian movement	City of Rochester DES	H			X	X	
			○ Add pedestrian barriers in areas prone to jaywalking to control the flow of foot traffic	County of Monroe	H			X	X	
			○ Increase signage and pedestrian signals at intersections and key sites	City of Rochester DES	H			X	X	
	Distressed Vacant Properties	Create economic opportunities using underutilized assets	○ Create incentives for local businesses to repurpose vacant buildings	City Planning Dept.	H			X	X	
			○ Encourage temporary markets to activate empty spaces - La Marketa site	City Planning Dept.	M			X	X	
			○ Conduct a study for the adaptive reuse of vacant lots and buildings	City Planning Dept.	M			X	X	

Description:

This focus area includes all underutilized buildings and sites in the area, to include vacant buildings (both residential and commercial), vacant lots, and existing occupied assets that have the potential to further enhance the community.

Identified Assets:

Vacant lots, vacant residential structures, La Marketa site (North Clinton & Sullivan St), vacant Fish Market (corner of Evergreen & North Clinton Avenue.

Notes:

Comparison of Scope 2016 vs 2026

From Neighborhood Study to District Strategy: The Evolution of El Camino

The transition from the 2016 Revitalization Area to the 2026 Vision Plan Update represents more than just a change in map coordinates; it marks a fundamental shift in how the City of Rochester views the growth and connectivity of the Northeast quadrant.

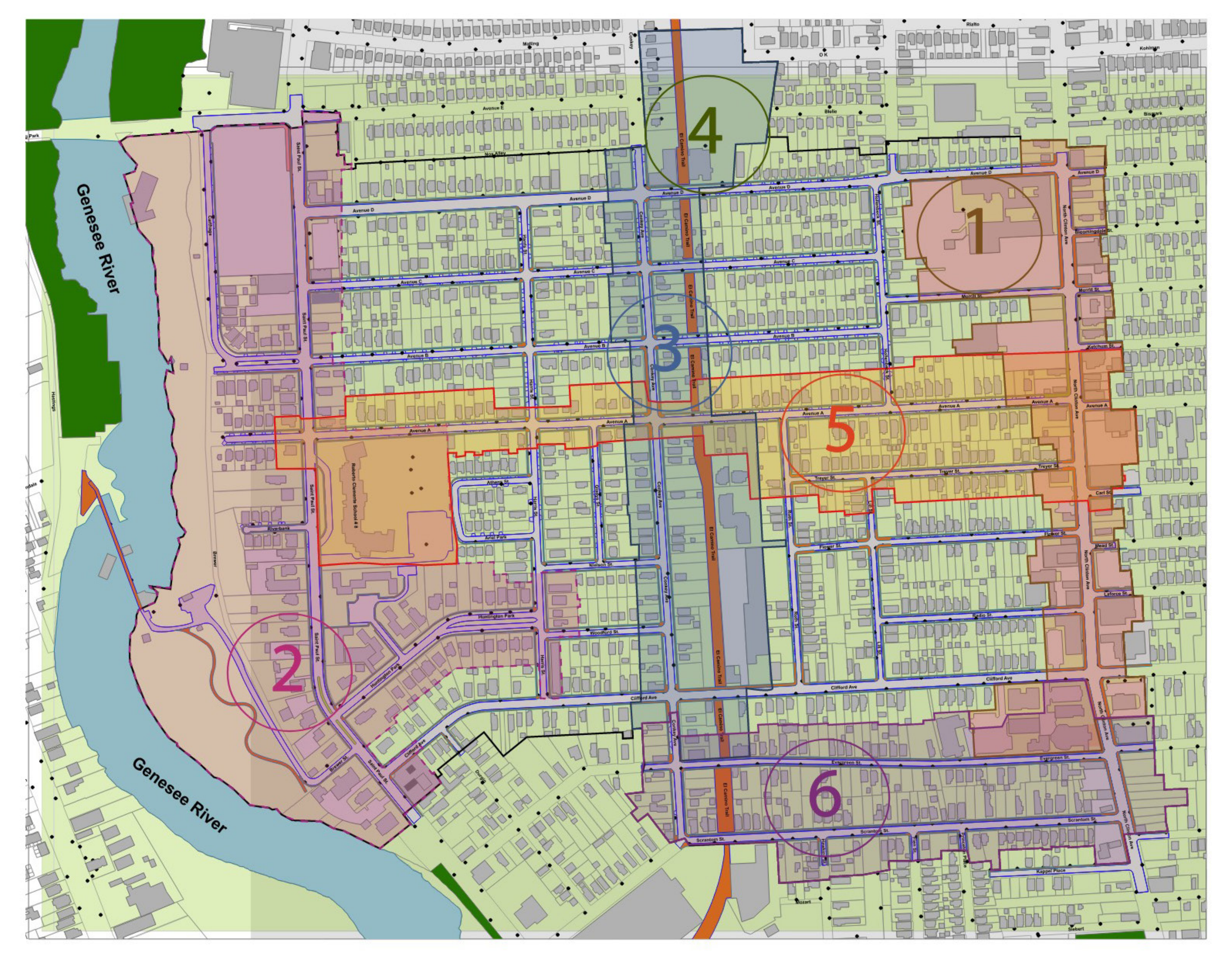
Summary of Boundary Changes

Boundary	2016 Scope	2026 Expanded Scope
East	North Clinton Avenue	Joseph Avenue (Major Commercial Anchor)
South	Scrantom-Clifford	Upper Falls Blvd (Downtown Connection)
Focus Style	Categorical (Asset Type)	Geospatial (By Neighborhood Cluster)

By expanding to Joseph Avenue and Upper Falls Boulevard, the 2026 Vision Plan Update ensures that the El Camino Revitalization Area is no longer studied in a vacuum. This new narrative centers on connectivity—linking the residential heart of El Camino to the economic power of Joseph Avenue and the regional momentum of the city's core.

The Original Foundation (2016–2016)

In 2016, the study area was a focused "pocket" within the neighborhood. Its boundaries were tightly defined by North Clinton Avenue to the east, Scrantom Street and Clifford Avenue to the south, and the Genesee River to the west. While it included the significant Kodak Hawkeye parking lot reaching north to Driving Park, the study's strategy was largely categorical. It divided the area into six focus areas based on specific assets or infrastructure types—such as "Underutilized Buildings" or "Neighborhood Streets"—addressing the community's needs through the lens of land use and physical site revitalization.



2026 Expansion: A New Geographic Footprint

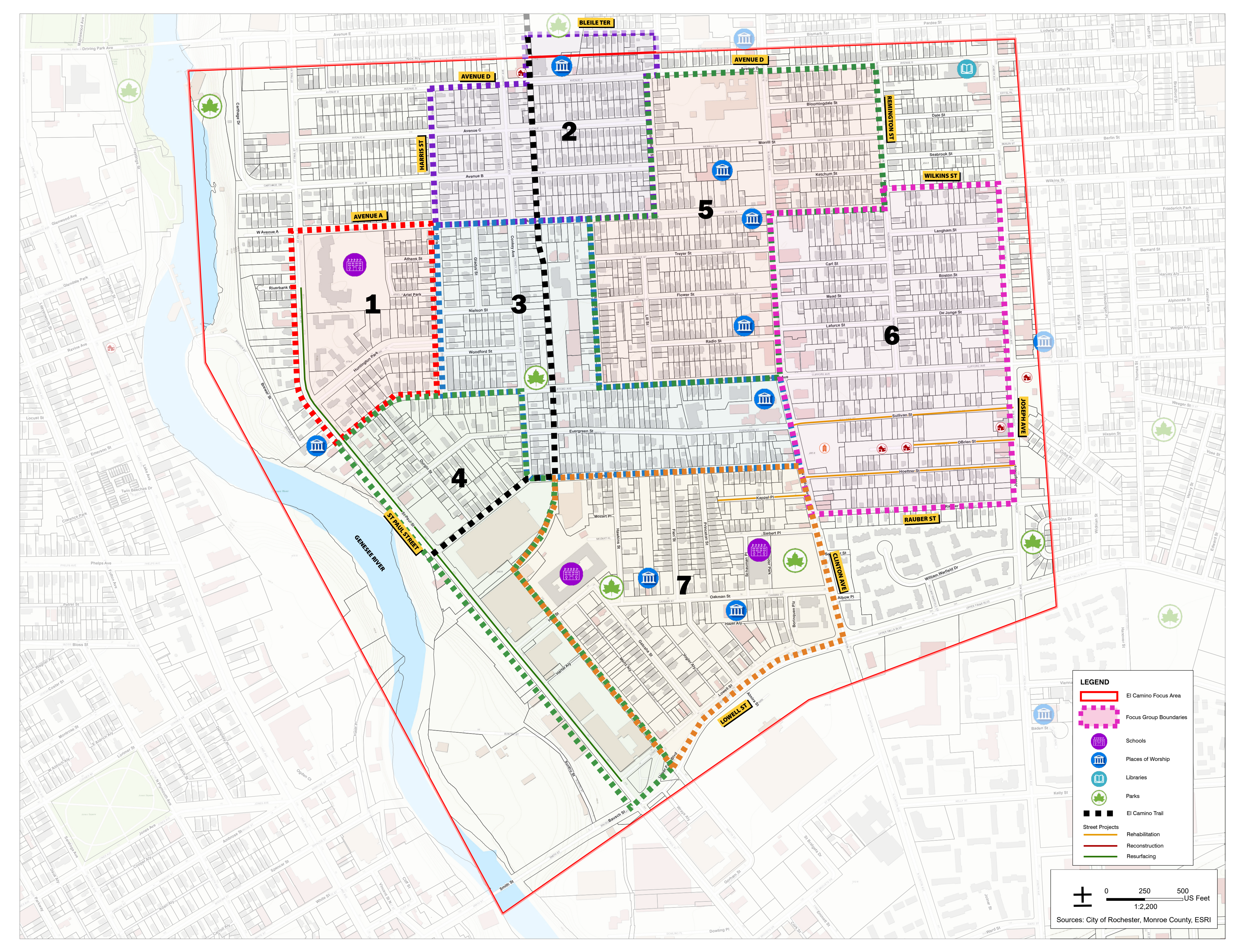
Nearly a decade later, the 2026 Vision Plan Update has substantially broadened its scope to recognize the neighborhood as a vital urban district. The most significant changes include:

- The Eastern Shift to Joseph Avenue: Moving the boundary east from North Clinton to Joseph Avenue(including all properties on the east side) integrates a historic commercial corridor into the plan. This creates a "dual-anchor" strategy, allowing for synchronized economic development across both major north-south avenues.
- The Southern Gateway at Upper Falls: Extending the southern boundary from Scrantom St down to Upper Falls Bvld provides a critical link to Rochester's Center City transforms El Camino from an isolated residential pocket into a connected gateway, aligning the neighborhood with regional transit and downtown revitalization efforts.

A New Strategic Methodology

The 2026 update also reimagined the "Focus Area" concept. Moving away from the 2016 categorical approach, the new plan utilizes seven geospatial clusters. This was driven by three strategic factors:

1. Walkability: Delineating areas within a short walk of the Clifford Avenue workshop venue to ensure community engagement was grounded in the physical experience of the streets.
2. Land Use Synergy: Grouping areas with similar transportation elements and building densities to create cohesive development goals.
3. Stakeholder Engagement: Providing a "fresh perspective" for returning participants from the 2016 charrette. By redrawing the focus areas, the 2026 plan challenged stakeholders to look at familiar streets through a new lens, preventing "feedback fatigue" and sparking innovative ideas.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JOSEPH AVE
RAUBER ST
CLINTON AVE
LOWELL ST
ST PAUL STREET
GENESEE RIVER
1
2
3
4
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6
7
LEGEND
El Camino Focus Area
Focus Group Boundaries
Schools
Places of Worship
Libraries
Parks
El Camino Trail
Street Projects
Rehabilitation
Reconstruction
Resurfacing
0
250
500
US Feet
1:2,200

Sources: City of Rochester, Monroe County, ESRI

The Virtuous Cycle of Neighborhood Improvement: Building A Thriving El Camino

At the heart of every flourishing community lies a powerful dynamic: a "virtuous cycle." This positive feedback loop demonstrates how interconnected elements of a neighborhood can mutually reinforce each other, leading to sustained growth and enhanced well-being. When one area improves, it triggers a ripple effect, uplifting others, which in turn amplifies the initial gain in a continuous upward spiral. Conversely, neglecting these connections can lead to a "vicious cycle" of decline.

The following key factors drive this virtuous cycle, understanding how each piece contributes to the overall strength and vibrancy of the El Camino Neighborhood.

1. Economic Development

Often the catalyst for revitalization, robust economic development brings job growth, attracts new businesses, and encourages private investment. This influx of activity boosts property values and creates a sense of forward momentum.

2. Property Values & Tax Base

As economic development flourishes and properties appreciate, the local tax base expands. This increased revenue provides essential resources for municipal governments to invest back into the community, funding critical public services and infrastructure improvements.

3. Governance

Effective local leadership, transparent policy-making, and a commitment to civic engagement are crucial. Good governance creates a predictable regulatory environment, clear zoning laws, and efficient permit processes. This stability reduces risk for investors and fosters a sense of ownership among residents, making the community an attractive place for both businesses and families.

4. Quality Schools

Well-funded and high-performing schools are a cornerstone of a thriving community. They draw new families, signal a promising future, and create a more educated workforce, further strengthening the economic development loop.

5. Housing Affordability

A diverse and affordable range of housing options is essential to support economic growth. It ensures that new residents and families, attracted by jobs and good schools, can find suitable homes. This directly feeds into community pride and public safety by transforming vacant lots into vibrant, occupied residences.

6. Redevelopment of Vacant Lots and Structures

As economic conditions improve, property values rise, and safety increases, there's a strong incentive for developers and residents to invest in existing properties. The redevelopment of vacant lots and structures eliminates blight, creating more housing options and further boosting community pride and safety.

7. Beautiful Spaces (Public Spaces & Infrastructure)

A robust tax base allows for investment in parks, public art, clean streets, and well-maintained infrastructure. These beautiful, inviting public spaces encourage social interaction, civic engagement, and directly contribute to a collective sense of pride.

8. Community Pride

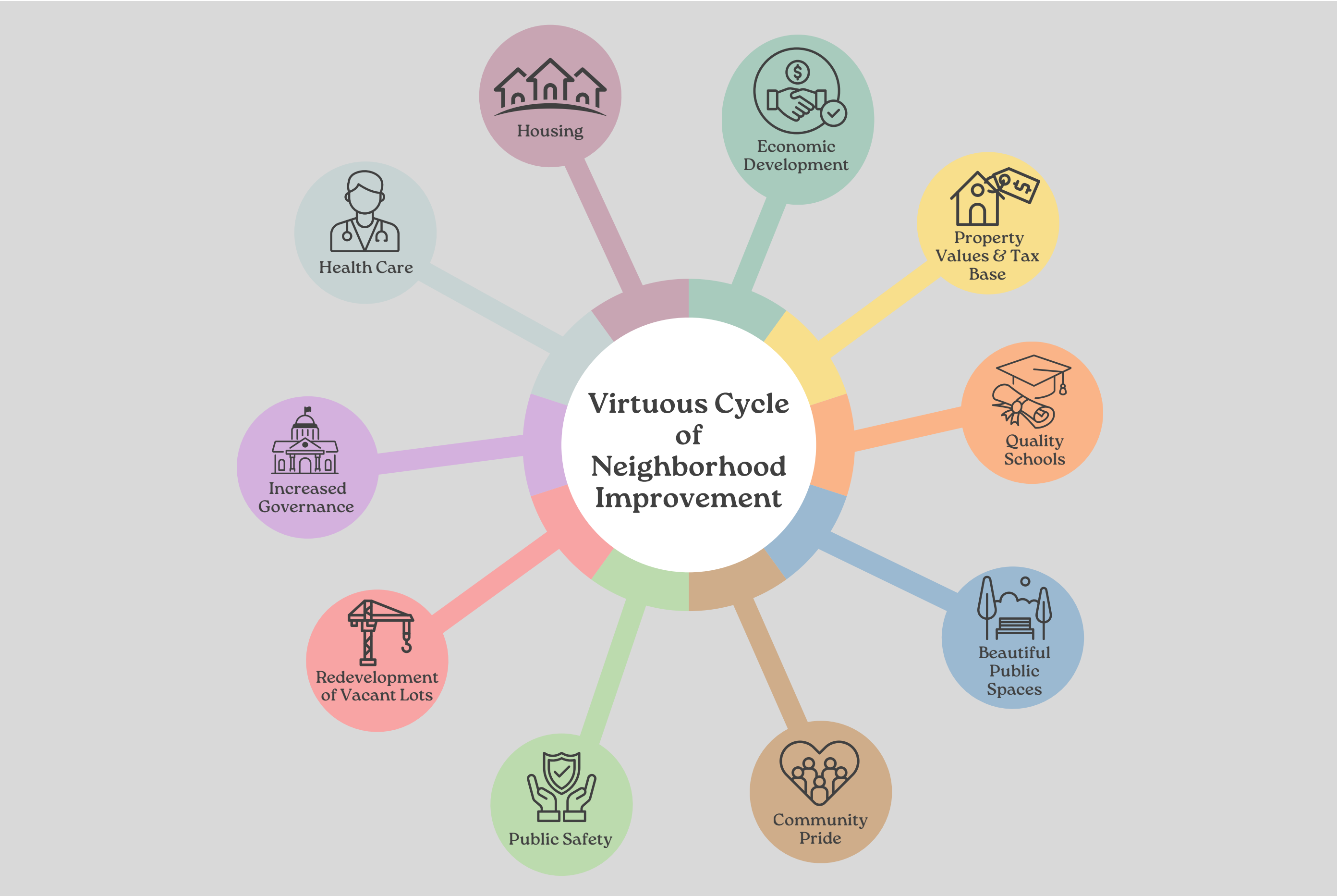
Visible improvements in both private and public spaces, coupled with economic progress, cultivate a strong sense of community pride. Residents who are proud of their neighborhood are more likely to participate in civic activities, volunteer, and take an active role in maintaining their surroundings, which is a key factor in reducing crime.

9. Public Safety

A thriving economy, strong community pride, and well-maintained public spaces have a direct inverse relationship with crime. Economic opportunity reduces the incentive for criminal activity, while beautiful and defensible spaces discourage it, making residents feel safer and more secure.

10. Healthcare

Access to quality healthcare is both a beneficiary and a driver of neighborhood improvement. Improved public safety and the availability of beautiful spaces (like parks for exercise) contribute to better public health outcomes. A healthy workforce, in turn, enhances productivity and reinforces economic development.



These interconnected factors form a powerful, self-sustaining loop. An increase in one element fuels the growth of all the others, leading to a sustained and self-perpetuating process of neighborhood improvement. Understanding and intentionally cultivating these relationships is key to building a resilient, vibrant, and desirable El Camino community.

2026 Vision Plan Update Objective

Vision Plan Update:

Since the original El Camino Vision Plan was adopted in 2016, the neighborhood and broader world have experienced significant changes that warrant an updated vision in 2026. The 2016 plan successfully guided important developments, most notably the completion of the Pueblo Nuevo affordable housing projects, which replaced vacant and blighted lots with over 100 new affordable homes, community spaces, and supportive services. Public spaces like the El Camino Trail and Conkey Corner Park have enhanced neighborhood connectivity and livability, while resident-driven initiatives such as the Children's Garden and La Marketa cultural market have strengthened community identity and engagement. These successes reflect the plan's effectiveness as a framework for coordinated investments, partnership-building, and community-led progress.

However, the neighborhood's revitalization journey has faced setbacks and challenges. The COVID-19 pandemic disrupted economic activity, delayed projects, and highlighted persistent disparities in housing quality, healthcare access, and digital connectivity. Additionally, while community capacity has grown, coordinating among multiple agencies and maintaining resident participation over time remain ongoing hurdles.

Nationally, the social and cultural context since 2016 has dramatically shifted. The tragic killing of George Floyd and the resurgence of the Black Lives Matter movement renewed calls for racial justice, equity, and inclusive development. These movements underscore the need for the El Camino plan to explicitly embed anti-displacement protections, equitable access to amenities, and resident empowerment mechanisms. The COVID-19 pandemic exposed systemic inequities and transformed public health priorities, encouraging greater attention to resilient infrastructure, flexible public spaces, and digital inclusion. Furthermore, increased awareness of safety and inclusivity in public spaces highlight the importance of designing streets, parks, and transit environments that serve diverse populations, including women, LGBTQ+ individuals, children, seniors, and people with disabilities.

With these changes in mind, the 2026 update aims to reaffirm the El Camino neighborhood's commitment to equitable, resilient, and community-centered growth. Key themes include strengthening affordable housing, expanding green and healthy infrastructure such as tree canopy and broadband access, encouraging mixed-use and incremental infill development, and enhancing the public realm to be safe, welcoming, and culturally affirming. The plan also emphasizes local economic development by supporting small and minority-owned businesses and investing in community assets. Participatory governance will be deepened through transparent monitoring and empowered resident leadership, ensuring the plan remains a living document that adapts to new challenges and opportunities. This update recognizes that revitalization is an ongoing process requiring flexibility, sustained collaboration, and intentional inclusion of historically marginalized voices to build a thriving, resilient El Camino neighborhood for years to come.

These priorities closely align with the guiding principles of the Rochester 2034 Comprehensive Plan, which emphasizes equity, inclusion, environmental restoration, connectivity, and high-quality user experience across the city. These principles focus on enhancing user experience, preserving community character, promoting diverse land use, and ensuring regulatory consistency to create sustainable, beautiful, and inclusive spaces.

The El Camino:

Public Safety

Beautification

Recreation

Innovation

Housing Affordability

Economic Opportunities

Equity, inclusion and sustained collaboration with Indigenous people whose land this is.

- Restoration of the natural environment (Celebrate Assets) a. Water, land, vegetation, habitat.
- Equitable Access a. Physical, emotional, visual and economic
- Connectivity a. Local neighborhoods / Rochester / Monroe County / Finger Lakes Region b. Journey to the neighborhood i. Travel routes ii. Signage, wayfinding, landmarks c. Circulation (Design at the Pedestrian Scale)) Equitable Access a. Physical, emotional, visual and economic.
- User Experience / Placemaking (Create Beautiful Spaces & Healthy Living) a. Condition of the public realm (Design at the Pedestrian Scale) i. Street and sidewalk maintenance ii. Safety, security for all modes of travel (Strengthen Multi-modal Travel) iii. Creation of District Identity 1. Lighting, Signage, Trees, Furniture.
- Land Use and Community Character a. Preservation of historic structures b. Building and property condition (Physical Environment) i. Welcoming or restricted access (locked doors, fences, gates) ii. Vacant and underutilized buildings / parcels c. Diversity of land uses (Focus Growth) i. Infill development opportunities ii. Housing opportunities (Provide Diverse Housing Options) iii. What land uses are missing? (Create Beautiful Spaces) d. Parking strategies i. Too much asphalt? No new asphalt? ii. Ownership / Management iii. On-street parking and curb management.
- Regulatory Consistency a. Rochester 2034 (Master Action Plan) b. Zoning Alignment Project (ZAP) c. Regulations & Compliance (Accessibility & Safety)

Project Hope at Sofrito Garden (Conkey and Clifford Ave)

El Camino Trail Riders

2026 Pre-Workshop Process

Pre-workshop Strategy and Implementation Audit

A critical component of the Advisory Committee's pre-workshop phase involved evaluating the El Camino Revitalization Area through two lenses: contemporary context and historical progress.

First, the Committee examined how major local, national, and global events since 2016 have reshaped cultural norms and influenced community functionality. This contextual review ensured that the updated plan remains responsive to today's social and economic realities.

Concurrently, the Committee conducted a rigorous audit of the 2016 El Camino Revitalization Area Vision Plan. This process included:

- Status Assessment: Determining whether previous recommendations were completed, in progress, or served as ongoing maintenance.
- Relevance Review: Evaluating non-completed items to ensure they still align with current community needs.
- Implementation Gap Analysis: Addressing the 2016 plan's lack of designated "champions," specific timelines, and priority rankings.

To bridge these gaps, the original recommendations have been consolidated into a new, actionable format. It presents this updated framework, introducing dedicated columns for Responsible Entity, Priority, and Timeframe to ensure clear accountability and facilitate future progress tracking.

Workshop Initiation

The workshop planning began with the establishment of a clear framework defining the geographic study area, including identified focus areas and corridors. Each area was examined across a series of integrated themes—Housing, Neighborhood and Economic Development, Health, Social Behaviors, Land Use and Infrastructure, and Recreation—to ensure a holistic understanding of neighborhood conditions and opportunities.

An initial Steering Committee guided outreach and participation throughout the planning process. Engagement tools included a community charrette, an interactive project webpage, and a resident survey designed to capture input through meetings and listening sessions. The team identified and addressed barriers to participation to ensure equitable involvement across diverse populations.

The Steering Committee re-convened to oversee project direction and review findings. Key stakeholders and community partners identified early in the process, and a range of outreach methodologies—including attendance at existing neighborhood events—employed to broaden awareness and participation. Attention were given to event logistics, accessibility, and coordination with local organizations.

Assessment Phase: ECRA (2016) Vision Plan Review

The first analytical phase involves assessing progress since the ECRA 2016 Vision Plan, identifying what has been accomplished and what remains relevant. A comprehensive Neighborhood Profile will be updated, covering:

- Natural and Historic Features
- Demographics and Economic Conditions
- Transportation, Land Use, and Infrastructure
- Recreation, Community Services, and Neighborhood Assets

This review evaluated what has happened and what has worked, verifying whether previous goals and strategies remain valid. A condition assessment review documented the current state of housing, services, neighborhood development, parks, and the public realm—each mapped and evaluated in GIS.

This phase will also cross-reference citywide planning efforts such as the Urban Villages Plan, Rochester 2034 Comprehensive Plan, and Zoning Alignment Project (ZAP) to ensure alignment and consistency.

All focus area goals and strategies will be categorized under the Steering Committees selected themes; Beautification, Recreation, Public Safety, Housing Affordability, Economic Opportunity and Innovation.

Roles & Responsibilities

The design workshop will be managed collaboratively, with clearly defined responsibilities:

- Community Engagement: Steering Committee, Stakeholders, Volunteers, Facilitators, and Event Logistics
- Plan Production: Research, GIS Mapping, Writing, and Neighborhood Profiling
- Documentation: Photography, Graphics, Diagrams, and Illustrations
- Design & Communication: Layout, Formatting, PowerPoint Presentations and Story Mapping in GIS for interim reporting

Vision Plan Update

The updated Vision Plan will build upon the 2016 framework, organized by focus area, and guided by the six original principles. Each section will outline:

- Updated Goals and Strategies
- Supporting diagrams and illustrative renderings (2D and 3D)
- An Implementation Matrix identifying actions by time frame:

1. Maintenance
2. Improvements
3. Regulatory Adjustments

Final deliverables will include a comprehensive presentation, final formatting and editing, and public posting of the updated Vision Plan.

Guiding Principles

Vision Plan Guiding Principles

Building upon the framework of the 2016 El Camino Revitalization Area Vision Plan, the Advisory Committee established a robust set of guiding principles to anchor this update. These principles serve as the strategic foundation for all subsequent recommendations, priority-setting, and implementation strategies.

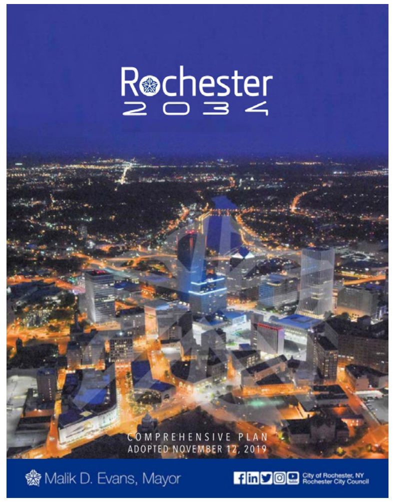
To ensure alignment with both local history and city-wide standards, the Community Design Center Rochester (CDCR) facilitated a review of:

- Legacy Principles: Successful strategies from the original 2016 El Camino Plan.
- City Standards: Placemaking guidelines integrated directly from the Rochester 2034 Comprehensive Plan.

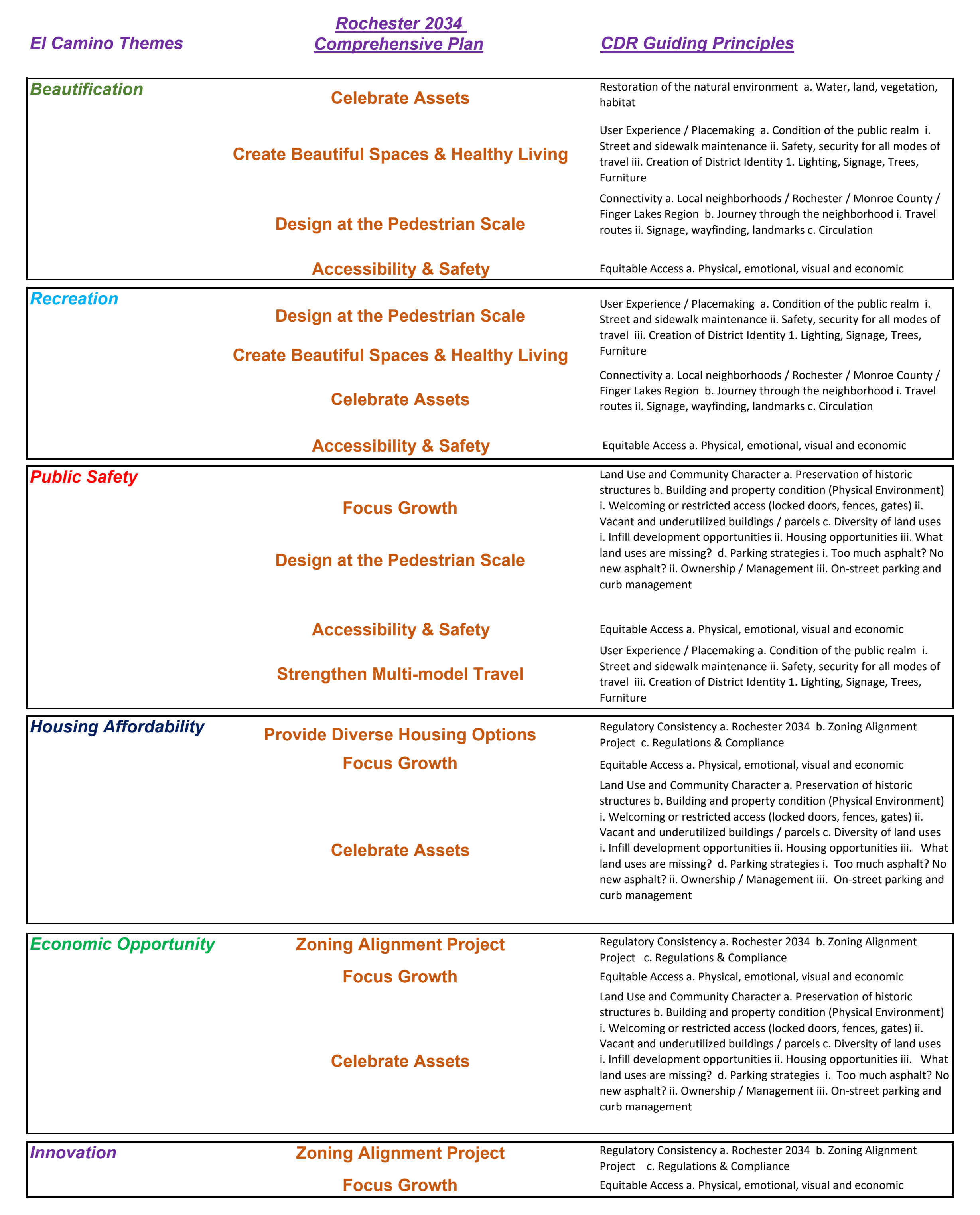
Through a collaborative synthesis of these resources, the Advisory Committee identified specific themes essential to the unique character and needs of the El Camino area. These principles are organized into three core groups, as detailed in Table.

Access City of Rochester 2034 Comprehensive Plan here:

https://www.cityofrochester.gov/departments/mayors-office/rochester-2034



Design Workshop Event & Agenda



El Camino Themes	Rochester 2034 Comprehensive Plan	CDR Guiding Principles
Beautification	Celebrate Assets	Restoration of the natural environment a. Water, land, vegetation, habitat
	Create Beautiful Spaces & Healthy Living	User Experience / Placemaking a. Condition of the public realm i. Street and sidewalk maintenance ii. Safety, security for all modes of travel iii. Creation of District Identity 1. Lighting, Signage, Trees, Furniture
	Design at the Pedestrian Scale	Connectivity a. Local neighborhoods / Rochester / Monroe County / Finger Lakes Region b. Journey through the neighborhood i. Travel routes ii. Signage, wayfinding, landmarks c. Circulation
	Accessibility & Safety	Equitable Access a. Physical, emotional, visual and economic
Recreation	Design at the Pedestrian Scale	User Experience / Placemaking a. Condition of the public realm i. Street and sidewalk maintenance ii. Safety, security for all modes of travel iii. Creation of District Identity 1. Lighting, Signage, Trees, Furniture
	Create Beautiful Spaces & Healthy Living	
	Celebrate Assets	Connectivity a. Local neighborhoods / Rochester / Monroe County / Finger Lakes Region b. Journey through the neighborhood i. Travel routes ii. Signage, wayfinding, landmarks c. Circulation
	Accessibility & Safety	Equitable Access a. Physical, emotional, visual and economic
Public Safety	Focus Growth	Land Use and Community Character a. Preservation of historic structures b. Building and property condition (Physical Environment) i. Welcoming or restricted access (locked doors, fences, gates) ii. Vacant and underutilized buildings / parcels c. Diversity of land uses i. Infill development opportunities ii. Housing opportunities iii. What land uses are missing? d. Parking strategies i. Too much asphalt? No new asphalt? ii. Ownership / Management iii. On-street parking and curb management
	Design at the Pedestrian Scale	
	Accessibility & Safety	Equitable Access a. Physical, emotional, visual and economic
	Strengthen Multi-model Travel	User Experience / Placemaking a. Condition of the public realm i. Street and sidewalk maintenance ii. Safety, security for all modes of travel iii. Creation of District Identity 1. Lighting, Signage, Trees, Furniture
Housing Affordability	Provide Diverse Housing Options	Regulatory Consistency a. Rochester 2034 b. Zoning Alignment Project c. Regulations & Compliance
	Focus Growth	Equitable Access a. Physical, emotional, visual and economic
	Celebrate Assets	Land Use and Community Character a. Preservation of historic structures b. Building and property condition (Physical Environment) i. Welcoming or restricted access (locked doors, fences, gates) ii. Vacant and underutilized buildings / parcels c. Diversity of land uses i. Infill development opportunities ii. Housing opportunities iii. What land uses are missing? d. Parking strategies i. Too much asphalt? No new asphalt? ii. Ownership / Management iii. On-street parking and curb management
Economic Opportunity	Zoning Alignment Project	Regulatory Consistency a. Rochester 2034 b. Zoning Alignment Project c. Regulations & Compliance
	Focus Growth	Equitable Access a. Physical, emotional, visual and economic
	Celebrate Assets	Land Use and Community Character a. Preservation of historic structures b. Building and property condition (Physical Environment) i. Welcoming or restricted access (locked doors, fences, gates) ii. Vacant and underutilized buildings / parcels c. Diversity of land uses i. Infill development opportunities ii. Housing opportunities iii. What land uses are missing? d. Parking strategies i. Too much asphalt? No new asphalt? ii. Ownership / Management iii. On-street parking and curb management
Innovation	Zoning Alignment Project	Regulatory Consistency a. Rochester 2034 b. Zoning Alignment Project c. Regulations & Compliance
	Focus Growth	Equitable Access a. Physical, emotional, visual and economic

Workshop Facilitators & Acknowledgement

The CDCR wishes to acknowledge the following design and engineering professionals who dedicated their time to facilitating the various focus groups at the design workshop.

- Dawn Noto - CDCR
- William Price - CDCR
- Mariam Yaqub - CDCR
- Roger Brown - CDCR
- Corrine Chiogna - CDCR
- Troa Vimahi – CDCR / RIT
- Sophie Redmond - CDCR
- Shirah Cahill - SWBR
- Poorva Mirashi – CDCR / LaBella Associates

Workshop Advertisements

El Camino Revitalization Area
Design Workshop
& Vision Plan Update

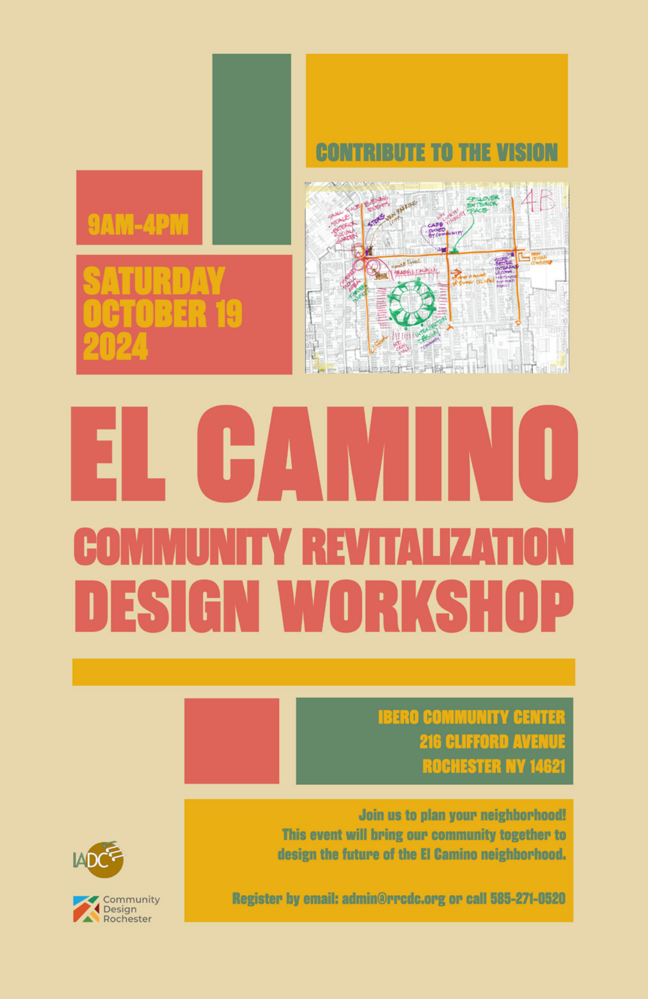
Join us for a
Steering Committee Meeting!
Wednesday, August 14, 2024
5:30pm - 7:00pm
216 Clifford Avenue
Rochester, NY 14621

Please RSVP to admin@rrcdc.org
Or call (585) 271-0520

Taller de diseno del area
De revitalization de El Camino
Y actualizacion del plan de vision

Unete a nosotras por un
Reunion del Comite' de Partes Interesadas
Meircoles 14 de August
5:30pm – 7pm
216 Clifford Ave
Rochester, NY 14621

Por favor confirme su asistencia a admin@rrcdc.org
Or call (585) 271-0520



CONTRIBUTE TO THE VISION
9AM-4PM
SATURDAY
OCTOBER 19
2024

EL CAMINO
COMMUNITY REVITALIZATION
DESIGN WORKSHOP

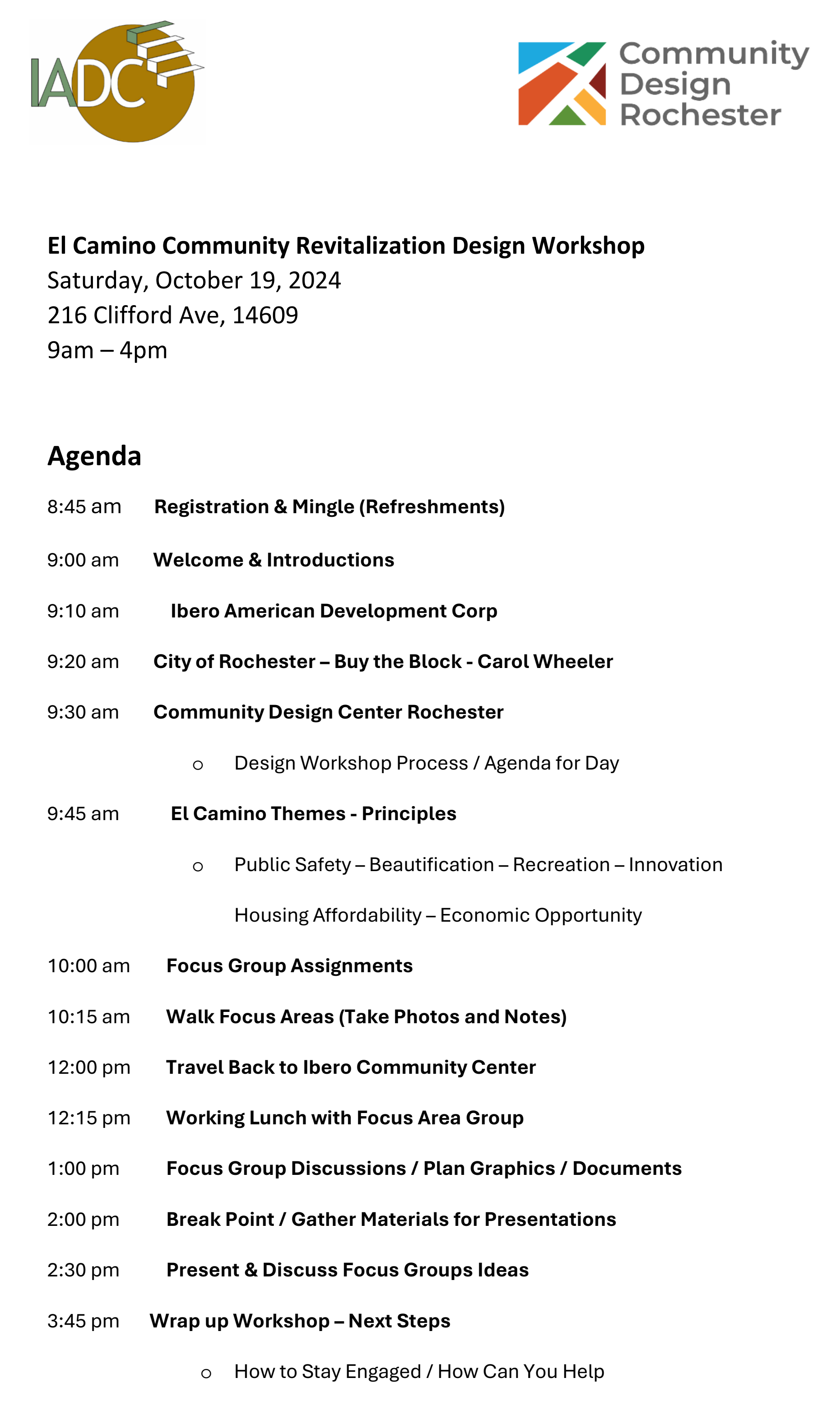
IBERO COMMUNITY CENTER
216 CLIFFORD AVENUE
ROCHESTER NY 14621

Join us to plan your neighborhood!
This event will bring our community together to
design the future of the El Camino neighborhood.

Register by email: admin@rrcdc.org or call 585-271-0520

IADC
Community Design Rochester

Focus Groups Introduction



El Camino Community Revitalization Design Workshop
Saturday, October 19, 2024
216 Clifford Ave, 14609
9am – 4pm

Agenda

8:45 am	**Registration & Mingle (Refreshments)**
9:00 am	**Welcome & Introductions**
9:10 am	**Ibero American Development Corp**
9:20 am	**City of Rochester – Buy the Block - Carol Wheeler**
9:30 am	**Community Design Center Rochester**
	○ Design Workshop Process / Agenda for Day
9:45 am	**El Camino Themes - Principles**
	○ Public Safety – Beautification – Recreation – Innovation Housing Affordability – Economic Opportunity
10:00 am	**Focus Group Assignments**
10:15 am	**Walk Focus Areas (Take Photos and Notes)**
12:00 pm	**Travel Back to Ibero Community Center**
12:15 pm	**Working Lunch with Focus Area Group**
1:00 pm	**Focus Group Discussions / Plan Graphics / Documents**
2:00 pm	**Break Point / Gather Materials for Presentations**
2:30 pm	**Present & Discuss Focus Groups Ideas**
3:45 pm	**Wrap up Workshop – Next Steps**
	○ How to Stay Engaged / How Can You Help

Focus Area Outcomes

Building upon the framework of the 2016 El Camino The following pages represent the collective efforts and vision of our community participants. The Community Design Center Rochester (CDCR) is proud to present these outcomes, which reflect a deep commitment to enhancing our urban fabric.

Workshop Acknowledgement

We would like to acknowledge that the transcribed focus group notes included in this document were written directly by the community members who attended the workshop. Their comments, ideas, and strategies reflect their own perspectives and experiences, and may or may not fully align with the goals or priorities of the El Camino Revitalization Area (ECRA). We have preserved their words as they were shared, without alteration, in recognition of the value of their voices and contributions to the conversation.

The data presented here captures the "boots on the ground" experience of participants as they walked each geographic focus area. We have preserved the raw workshop graphics and notes alongside refined plan view diagrams to show the evolution from observation to recommendation.

Navigating this section

For each of the seven focus areas, recommendations are mapped and numbered for easy cross-referencing with our action tables. These tables serve as a roadmap for implementation, identifying the Responsible Entity and Priority Level for every task. To help visualize the rollout of these projects, the left column utilizes a color-coded system to distinguish between Ongoing efforts and Short, Medium, and Long-term goals.

Workshop Focus Groups

Workshop Focus Groups

1

Focus Group 1: St. Paul / Huntington Park

Assets:

- Roberto Clemente School No. 8
- Huntington Park Apartments
- Historic Architecture
- Genesee River Access- Brewer St.
- Free Deliverance Church
- St. Paul Gateway
- Beth Joseph Center
- River Views

Focus group notes:

- Accidents @St. Paul/Huntington Park
- Streetscape Green revival
- White picket Fence- 1885
- Even #'s replaced
- Conkey corner park- Used to be paved, the place to get marijuana

Huntington:

- There are lots of rentals around here
- Stays in visual cover with neighborhood
- Stays INVOLVED (Land owner)
- We built single family units
- Nelson St.- New houses- have an impact- not just dilapidated houses
- Vacant lots become backyards
- Very important for city school district to not maintain the fence
- School is contributing to dilapidation
- "They have the resources" I FIND IT OFFENSIVE
- Disrespectful. I take this personally
- Potentially, I think this looks very nice (School St.) greenspaces cleanup- Talk to homeowners

Huntington Mall:

- Taken care of by neighbors
- Where we find an opportunity, we should do it" if there is space I'm with you (in regard to mall)
- Huntington park block club- the issue here is organizing. You have to be intentional, need time

Huntington Park Apartments:

- USED TO HAVE TREES!
- Green revival- Last guy bought and turned into apartments
- New zoning code- Allows for apartments in "small mansions 3-4k Sq.ft.
- Lack of care for surrounding neighborhood
- Expensive rehab for us (non-profit) or for profit

The church:

- It is an asset
- Something happens makes prone to accidents. Should be studied by department of transportation PHYSICALLY, something is wrong here.
- CAN'T JAYWALK
- Right turn on to Huntington should be safe! There are still crashes.

Riverway Trail:

- Bring the river to the ground
- Clear the view
- Bring safety
- The city was built with its back to river

School:

- "There's a justice issue there (To large project development)
- "The other side of the tracks "Affluence Island"
- "I've seen 2-3 funeral homes here"- Acquired adjacent vacant lot
- xxxx- They probably bought this
- School crossings- whose are they?
- My opinion- The school is totally detached from the community.
- "That school is an island" Very few children go to this school. It could have been community school.
- Magnet school
- Promotes disconnection
- Identity become ambiguous- where is the sense of community

Funding:

- Tax credit for housing
- Housing affordability
- Houses made by city excavations are not refilled and repaired by city.
- "We can fix this! Love hanging fruit."

Noise/ Nuisance:

- ENFORCEMENT
- The code exists. The cops can address it, but it doesn't last after cops leave.

N. Clinton Ave.

Path to School Playground

Huntington Park Apartments at St. Paul St

El Camino Trail at Brewer Street

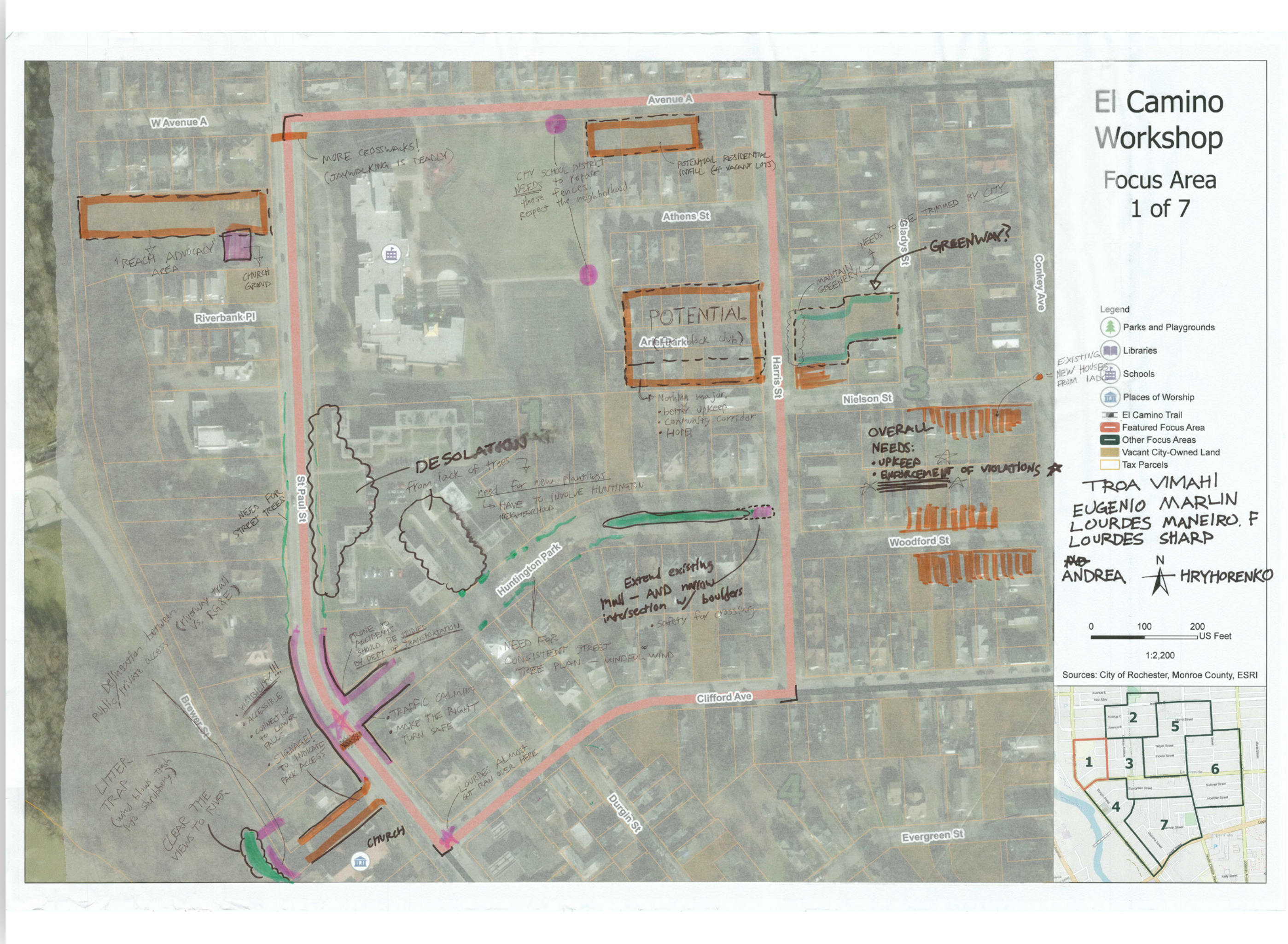
Corner Garden

1

Focus Group 1: St. Paul / Huntington Park

Broken Fenceline- Street behind school

Funeral Home at St. Paul St


El Camino Workshop
Focus Area
1 of 7
W Avenue A
Avenue A
Athens St
Riverbank Pl
Harris St
Gladys St
Conkey Ave
Nielson St
Woodford St
Clifford Ave
St Paul St
Huntington Park
Brewer St
Durgin St
Evergreen St
MORE CROSSWALKS! (JAYWALKING IS DEADLY)
CITY SCHOOL DISTRICT NEEDS to repair these fences. Respect the neighborhood.
POTENTIAL RESIDENTIAL INFILL (4 VACANT LOTS)
REACH ADVOCACY AREA
CHURCH GROUP
POTENTIAL (block club)
Arnett Park
Nothing major. • better upkeep • community corridor • HOPE!
MAINTAIN GREENERY!
NEEDS TO BE TRIMMED BY CITY
GREENWAY?
EXISTING NEW HOUSES FROM IADC
OVERALL NEEDS: • UPKEEP • ENFORCEMENT OF VIOLATIONS
DESOLATION from lack of trees
need for new plantings ↳ HAVE TO INVOLVE HUNTINGTON NEIGHBORHOOD
NEED FOR STREET TREES
Extend existing mall – AND narrow intersection w/ boulders • safety for crossing
NEED FOR CONSISTENT STREET TREE PLAN – MINDFUL OF WIND
PRONE TO ACCIDENTS. SHOULD BE STUDIED BY DEPT. OF TRANSPORTATION
• TRAFFIC CALMING • MAKE THE RIGHT TURN SAFE
Delineation between public/private access (riverway trail vs. RG&E)
• VISIBILITY!!! • ACCESSIBLE • CONNECTION to LOWER FALLS
• SIGNAGE! TO INDICATE PARK ACCESS
LITTER TRAP (wind blows trash into shrubbery)
CLEAR THE VIEWS TO RIVER
CHURCH
LOURDES ALMOST GOT RAN OVER HERE
Legend
Parks and Playgrounds
Libraries
Schools
Places of Worship
El Camino Trail
Featured Focus Area
Other Focus Areas
Vacant City-Owned Land
Tax Parcels
TROA VIMAHI
EUGENIO MARLIN
LOURDES MANEIRO. F
LOURDES SHARP
ANDREA HRYHORENKO
N
0
100
200
US Feet
1:2,200
Sources: City of Rochester, Monroe County, ESRI
1
2
3
4
5
6
7

Housing

Focus Group 1

Huntington Park Apartments

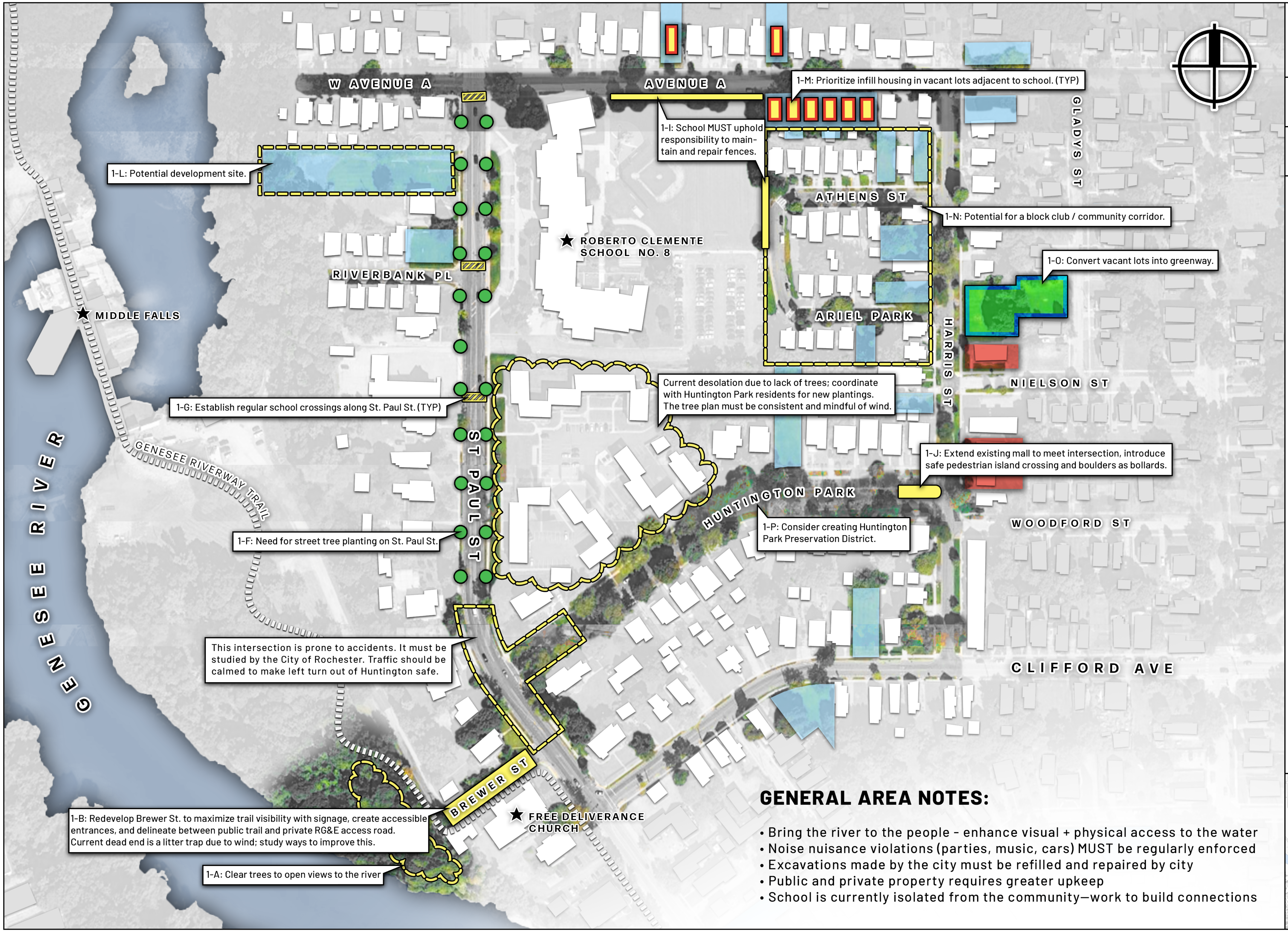
Vacant Property

Free Deliverance Church at Brewer St.

Entrance of El Camino Trail

EL CAMINO DESIGN
WORKSHOP 2024

FOCUS AREA 1
RECOMMENDATIONS


W AVENUE A
AVENUE A
GLADYS ST
ATHENS ST
ROBERTO CLEMENTE
SCHOOL NO. 8
RIVERBANK PL
MIDDLE FALLS
ARIEL PARK
HARRIS ST
NIELSON ST
GENESEE RIVERWAY TRAIL
GENESEE RIVER
ST PAUL ST
HUNTINGTON PARK
WOODFORD ST
CLIFFORD AVE
BREWER ST
FREE DELIVERANCE
CHURCH

1-M: Prioritize infill housing in vacant lots adjacent to school. (TYP)

1-I: School MUST uphold responsibility to maintain and repair fences.

1-L: Potential development site.

1-N: Potential for a block club / community corridor.

1-0: Convert vacant lots into greenway.

Current desolation due to lack of trees; coordinate with Huntington Park residents for new plantings. The tree plan must be consistent and mindful of wind.

1-G: Establish regular school crossings along St. Paul St. (TYP)

1-J: Extend existing mall to meet intersection, introduce safe pedestrian island crossing and boulders as bollards.

1-F: Need for street tree planting on St. Paul St.

1-P: Consider creating Huntington Park Preservation District.

This intersection is prone to accidents. It must be studied by the City of Rochester. Traffic should be calmed to make left turn out of Huntington safe.

1-B: Redevelop Brewer St. to maximize trail visibility with signage, create accessible entrances, and delineate between public trail and private RG&E access road. Current dead end is a litter trap due to wind; study ways to improve this.

1-A: Clear trees to open views to the river

GENERAL AREA NOTES:

- Bring the river to the people - enhance visual + physical access to the water
- Noise nuisance violations (parties, music, cars) MUST be regularly enforced
- Excavations made by the city must be refilled and repaired by city
- Public and private property requires greater upkeep
- School is currently isolated from the community—work to build connections

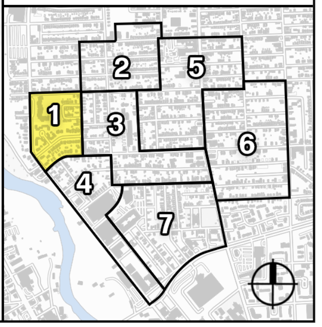
LEGEND

- ⬜ EXISTING BUILDING OUTSIDE FOCUS AREA
- ⬜ EXISTING BUILDING WITHIN FOCUS AREA
- 🟨 PROPOSED NEW CONSTRUCTION
- 🟥 PROPOSED RESIDENTIAL INFILL
- ▭ AREA OF INTEREST
- 🟩 PROPOSED GREENSPACE ON CITY-OWNED LAND
- 🟦 CITY-OWNED VACANT LAND (SEE PAGE __)
- 🟥 EXISTING IADC DEVELOPMENTS
- ▯▯▯▯▯▯ EXISTING TRAIL
- ▨ CROSSWALK
- ● PROPOSED TREE

SCALE

100 ft 200 ft

FOCUS AREA CONTEXT



1

Focus Group 1: St. Paul / Huntington Park

Huntington Park / St Paul / Clifford

FOCUS AREA 1							
Term	#	Description	Responsible Organization	Notes	Priority	In Process	Completed
Ongoing	1-A	Brewer St tree clearing	City of Rochester				
	1-B	Debris pickup	City of Rochester				
	1-C	Monitor and enforce noise ordinance violations	Rochester Police Department	Educate neighbors about city 311 system			
	1-D	Complete excavation repairs (assume in ROW)	City of Rochester	Contact City of Rochester DES or NET Office			
Short 1-3 years	1-E	Post-2024 improvement assessment	City of Rochester	Road improvements completed 2024			
	1-F	Street tree planting	City of Rochester				
	1-G	Install crosswalks to/from school	City of Rochester	Post-improvement observation of crosswalks, potential hawk system			
	1-H	Private property site/landscape improvements	Property owners	Trees, parking, lighting, maintenance			
	1-I	Fence repair at Roberto Clemente School	RCSD	Understand why it's happening			
	1-J	Extend mall on Huntington Park	City of Rochester	2016 recommendation			
	1-K	Improve neighborhood-school relations	RCSD/local community				
Medium 3-5 years	1-B	Define public and private spaces	City of Rochester	Genessee River Trail vs. RG&E property			
	1-L	Potential St. Paul development site	Ibero-American Development Corporation	1179 St. Paul St			
	1-M	Residential infill housing	CofR/IADC				
	1-N	Organize neighborhood/owners' association	Property owners				
Long 5-10 years	1-O	Harris St. Open Space	City of Rochester	Maintenance, feasibility study, programming, design, and construction			
	1-P	Create Huntington preservation district	Landmark Society	Advantages and disadvantages?			

2

Focus Group 2: El Camino Trail / Avenue D Rec Center

Assets:

- El Camino Trail
- Ibero Community Center
- St. Michaels Church- Senior Apartments
- Father Tracy Advocacy Center
- Vacant Lots
- Playground

Focus group notes:

Overall neighborhood:

- Majorly residential with few businesses- 2 small grocery stores
- Smoke shop on Ave A & Conkey
- Lot of drug use and sell in the area
- Lot of vacant properties- Infill
- Lack of enough playgrounds, community gardens, courts
- Beautifying homes
- Façade repairs
- Garbage cleaning
- From Ave A to D- lot of motorcycle riders, improve pedestrian safety
- Need stop sign at Ave A & Harris St
- Harris St - Comparatively quiet, residential neighborhood until ave C intersection (from ave A)
- Avenue D- Busy street

Avenue D Rec Center:

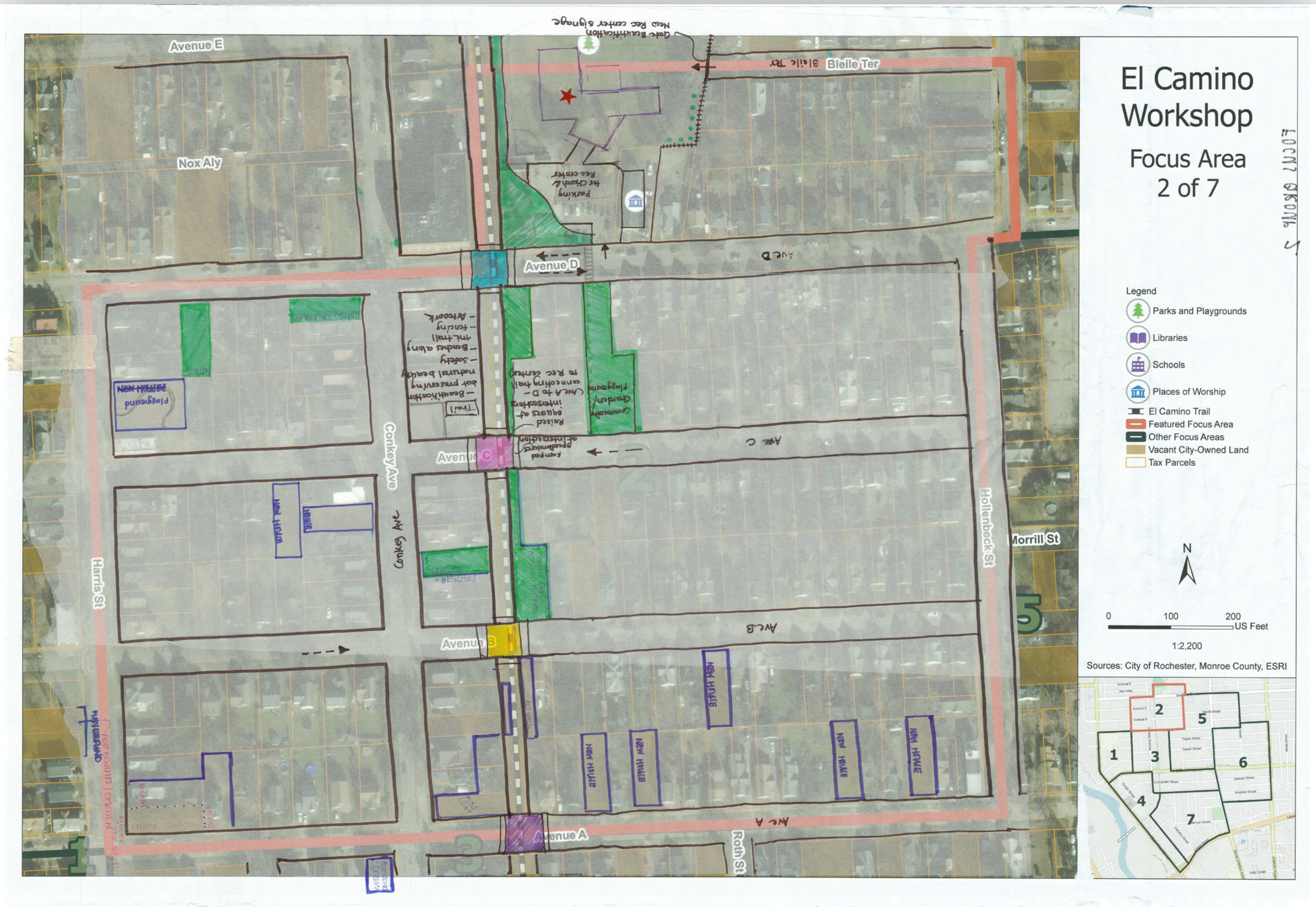
- Rec center hasn't been renovated/ upgrade for latest facilities and technology. Need renovation/ reconstruction with repurposing outdoor space.
- Noone uses the outdoor baseball/ basketball grounds. Safety concerns. Something indoor would be nice.
- Parents think it's safety issue for children to walk to rec center.
- Need signage and improve fencing from Bleile Terrace road
- Has small parking. If rebuilt, Church and Rec center could use common parking

Trail:

- One of the people taking a walk said- 'I like the trail, it's nice to go out and be with nature. I like the natural look of the trail.'
- Improve and beautify trail intersections at Ave A, B, C, D
- Ramped/ Raised intersections/ speedbrakers- for pedestrian safety, connection to trail
- Cleanup & beautify the trail but preserve natural beauty
- Benches alongside
- Installing lights at intersections. Could we install safety poles?
- There are hiding spots along the trail
- Façade repairs facing trail, paint with graphity/ artwork, fencing
- Take over vacant lots to expand green spaces around trail

Vacant lots:

- Spots for drug selling (saw tent in the neighborhood during walk)
- Some of the safer lots could be used for infill housing.
- Others- Pump parks, Urban farming, parks with benches, small play areas
- Police station/ camp?
- Businesses? - Existing grocery store in the area, can there be more? Could it raise safety concerns?

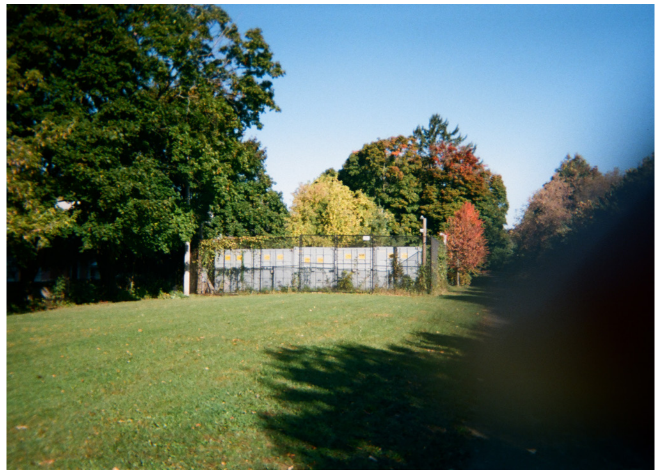

El Camino Workshop
Focus Area
2 of 7
FOCUS GROUP 2
Legend
Parks and Playgrounds
Libraries
Schools
Places of Worship
El Camino Trail
Featured Focus Area
Other Focus Areas
Vacant City-Owned Land
Tax Parcels
N
0
100
200
US Feet
1:2,200
Sources: City of Rochester, Monroe County, ESRI
Avenue E
Nox Aly
Bleile Ter
Avenue D
Avenue C
Avenue B
Avenue A
Harris St
Conkey Ave
Hollenbeck St
Morrill St
Roth St
NEW HOUSE
1
2
3
4
5
6
7

Wall Mural- Avenue D Rec Center. Artist: Scern

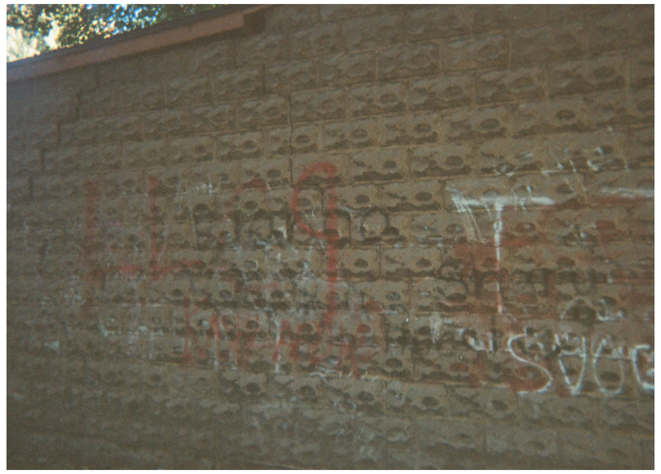
Avenue D Rec Center Ball Fields

2

Focus Group 2: El Camino Trail / Avenue D Rec Center


Vacant Lot

Avenue D Rec Center- Entrance Overgrowth

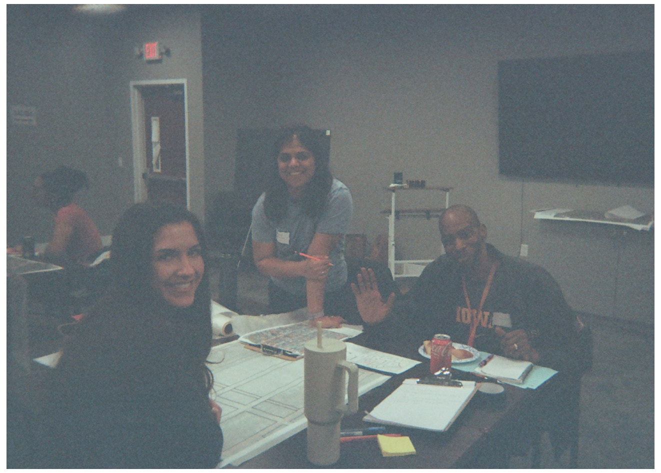

Graffiti

Corner Vacant Lot

Vacant Lot

Vacant Commercial Building

Graffiti


Focus Group 2

Vacant Lot next to El Camino Trail

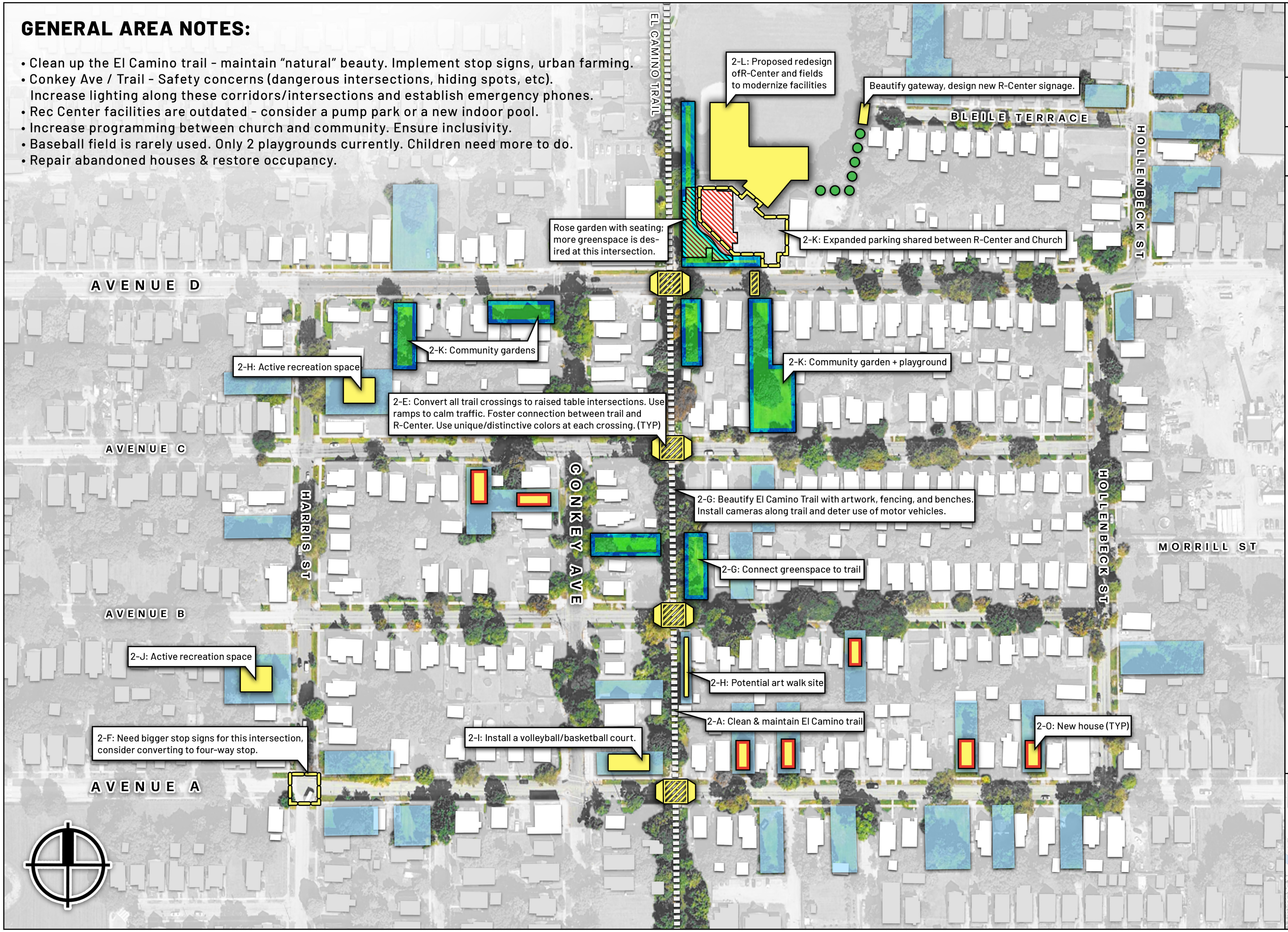
Focus Group 2

Vacant Lot

Focus Group 2

GENERAL AREA NOTES:

- Clean up the El Camino trail - maintain “natural” beauty. Implement stop signs, urban farming.
- Conkey Ave / Trail - Safety concerns (dangerous intersections, hiding spots, etc). Increase lighting along these corridors/intersections and establish emergency phones.
- Rec Center facilities are outdated - consider a pump park or a new indoor pool.
- Increase programming between church and community. Ensure inclusivity.
- Baseball field is rarely used. Only 2 playgrounds currently. Children need more to do.
- Repair abandoned houses & restore occupancy.



2-L: Proposed redesign ofR-Center and fields to modernize facilities

Beautify gateway, design new R-Center signage.

Rose garden with seating; more greenspace is desired at this intersection.

2-K: Expanded parking shared between R-Center and Church

2-K: Community gardens

2-H: Active recreation space

2-K: Community garden + playground

2-E: Convert all trail crossings to raised table intersections. Use ramps to calm traffic. Foster connection between trail and R-Center. Use unique/distinctive colors at each crossing. (TYP)

2-G: Beautify El Camino Trail with artwork, fencing, and benches. Install cameras along trail and deter use of motor vehicles.

2-G: Connect greenspace to trail

2-J: Active recreation space

2-H: Potential art walk site

2-A: Clean & maintain El Camino trail

2-F: Need bigger stop signs for this intersection, consider converting to four-way stop.

2-I: Install a volleyball/basketball court.

2-O: New house (TYP)

EL CAMINO DESIGN WORKSHOP 2024

FOCUS AREA 2 RECOMMENDATIONS

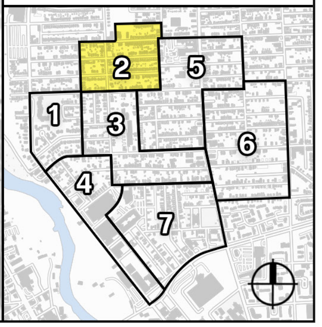
LEGEND

⬜	EXISTING BUILDING OUTSIDE FOCUS AREA
⬜	EXISTING BUILDING WITHIN FOCUS AREA
🟨	PROPOSED NEW CONSTRUCTION
▭	AREA OF INTEREST
🟩	PROPOSED GREENSPACE ON CITY-OWNED LAND
🟦	CITY-OWNED VACANT LAND (SEE PAGE __)
▨	PROPOSED DEMOLITION OF EXISTING BUILDING
▯▯▯▯▯▯	EXISTING TRAIL
▨	PROPOSED CROSSWALK
●	PROPOSED TREE

SCALE

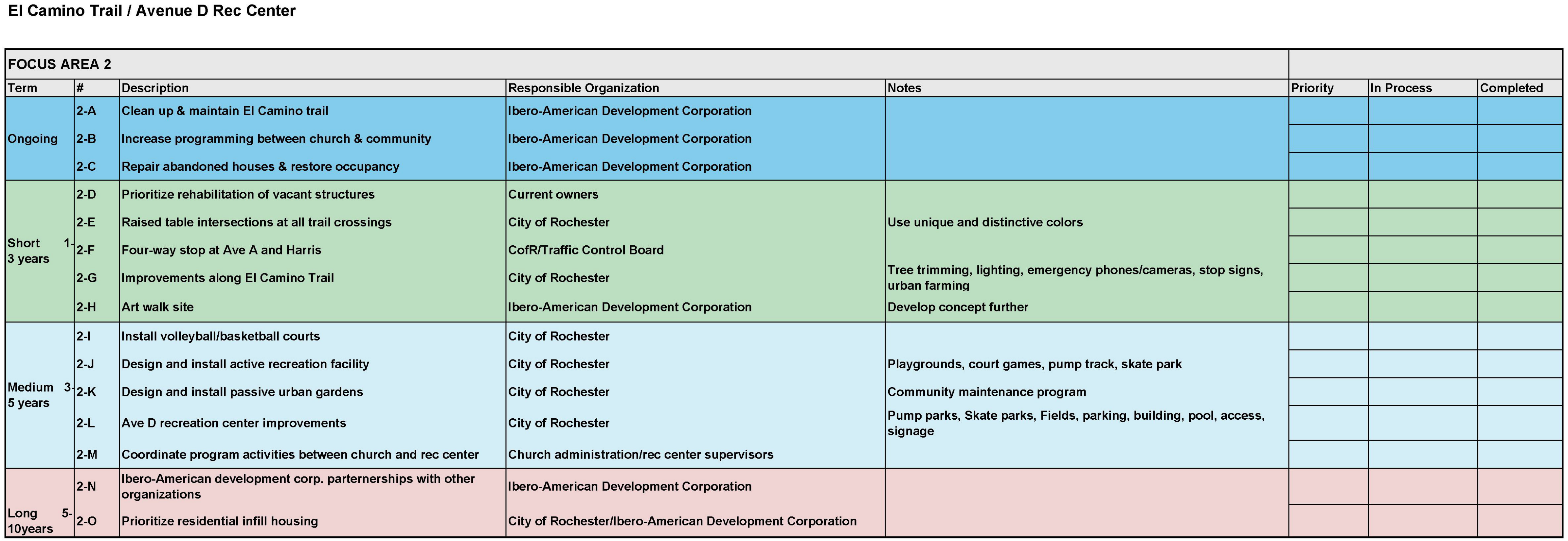
100 ft 200 ft

FOCUS AREA CONTEXT



2

Focus Group 2: El Camino Trail / Avenue D Rec Center



El Camino Trail / Avenue D Rec Center

FOCUS AREA 2							
Term	#	Description	Responsible Organization	Notes	Priority	In Process	Completed
Ongoing	2-A	Clean up & maintain El Camino trail	Ibero-American Development Corporation				
	2-B	Increase programming between church & community	Ibero-American Development Corporation				
	2-C	Repair abandoned houses & restore occupancy	Ibero-American Development Corporation				
Short 1-3 years	2-D	Prioritize rehabilitation of vacant structures	Current owners				
	2-E	Raised table intersections at all trail crossings	City of Rochester	Use unique and distinctive colors			
	2-F	Four-way stop at Ave A and Harris	CofR/Traffic Control Board				
	2-G	Improvements along El Camino Trail	City of Rochester	Tree trimming, lighting, emergency phones/cameras, stop signs, urban farming			
	2-H	Art walk site	Ibero-American Development Corporation	Develop concept further			
Medium 3-5 years	2-I	Install volleyball/basketball courts	City of Rochester				
	2-J	Design and install active recreation facility	City of Rochester	Playgrounds, court games, pump track, skate park			
	2-K	Design and install passive urban gardens	City of Rochester	Community maintenance program			
	2-L	Ave D recreation center improvements	City of Rochester	Pump parks, Skate parks, Fields, parking, building, pool, access, signage			
	2-M	Coordinate program activities between church and rec center	Church administration/rec center supervisors				
Long 5-10years	2-N	Ibero-American development corp. parternerships with other organizations	Ibero-American Development Corporation				
	2-O	Prioritize residential infill housing	City of Rochester/Ibero-American Development Corporation				

3

Focus Group 3: Residential & El Camino Trail

Assets:
- El Camino Trail
- Ibero Community Center
- St. Michaels Church- Senior Apartments
- Father Tracy Advocacy Center
- Vacant Lots
- Playground

Focus group 3 notes:
Good-
- Vasquez- Recreation Center First Latina in Avenue D
- Beautiful homes, trees and playground
- Story walk a plus
- Two little grocery stores
- Beautiful by the trail
- Can trail get lights?
- Roth – Beautiful vacant lots that belong to Ibero
- Well-kept homes
- Beautiful homes

Ugly-
- Some homes need a lot or work
- Garbage smells bad
- Overgrown lots – see 3a pictures
- Boarded up houses
- Only two streetlights
- Lots are not clean
- Ugly retail structure
- Needs more trees
- Street and sidewalks are in bad condition.
- Businesses need to keep up with their property / Corner is ugly and unkept

Needs-
- Neighbors asked for lights by the trail
- Newsletter about the neighborhood
- Samuel Torres Park need programming
- Samuel Torres Park need a higher fence linked NYC
- Samuel Torres corner entrance by Big Mamma – Get rid of it!
- Who in the city supervises garbage pick-ups?
- Stacked up garbage on lots – where is the enforcement?
- Ibero should report lots to 311
- Can we paint the Kwanza Hut with Art? Flea Market space?
- Murals - Arts on Buildings
- Urban green house
- Basic Public Safety
- Splash pad for kids and safety zones
- Change speed limit on Clinton Ave

Focus group 3A notes:
Roth:

Good-
- Beautiful vacant lots- grassy w/trees
- Some nicely kept homes

Ugly-
- Boarded up vacant home
- 2 street lights
- Vacant lot overgrown
- Bushes, garbage
- Some homes that need beautifying

Avenue A:

Good-
- El Camino Trail
- Some nice homes

Ugly-
- Need lights on trail

Conkey:

Good-
- Some beautiful, newer homes
- Lots of trees
- Playground
- El camino trail
- Storywalk on El camino
- 2 corner streets

Ugly-
- Some homes need beautifying
- Garbage on curb
- Broken glass on sidewalk
- Sewer smell by park

Evergreen:

Good-
- Some trees

Ugly-
- Need trees
- Gas smell
- Aluminum dome structure
- Homes need beautifying
- Change speed limit on Clinton
- Area needs a splashpad and safe zones

Vacant House

Vacant Commercial Building

Vacant Lot

IBERO
Eugenio Marlin Campus
At El Camino
Ibero Campus

El Camino/ Corner Park

3

Focus Group 3: Residential & El Camino Trail

Vacant Lot

Streetscape

Streetscape

Ibero Care Management Services

Streetscape

Infill Housing

Streetscape

Streetscape

Overgrowth along the Trail

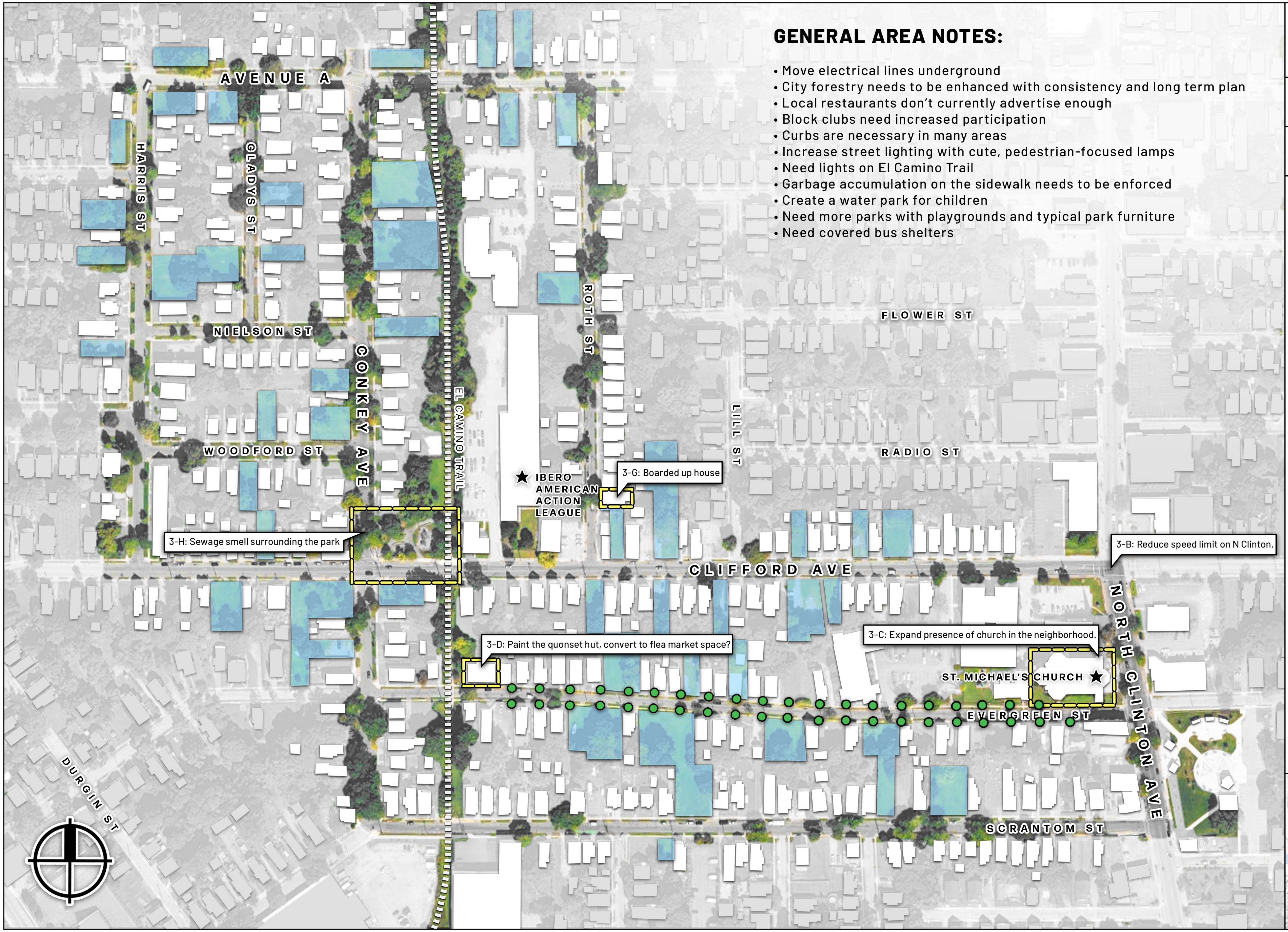
Vacant Lot

El Camino Trail Entrance

Buena Vista Manor

EL CAMINO DESIGN WORKSHOP 2024

FOCUS AREA 3
RECOMMENDATIONS


AVENUE A
HARRIS ST
GLADYS ST
NIELSON ST
CONKEY AVE
WOODFORD ST
EL CAMINO TRAIL
ROTH ST
LILL ST
FLOWER ST
RADIO ST
IBERO AMERICAN ACTION LEAGUE
CLIFFORD AVE
NORTH CLINTON AVE
ST. MICHAEL'S CHURCH
EVERGREEN ST
SCRANTOM ST
DURGIN ST

GENERAL AREA NOTES:

- Move electrical lines underground
- City forestry needs to be enhanced with consistency and long term plan
- Local restaurants don't currently advertise enough
- Block clubs need increased participation
- Curbs are necessary in many areas
- Increase street lighting with cute, pedestrian-focused lamps
- Need lights on El Camino Trail
- Garbage accumulation on the sidewalk needs to be enforced
- Create a water park for children
- Need more parks with playgrounds and typical park furniture
- Need covered bus shelters

3-G: Boarded up house

3-H: Sewage smell surrounding the park

3-B: Reduce speed limit on N Clinton.

3-D: Paint the quonset hut, convert to flea market space?

3-C: Expand presence of church in the neighborhood.

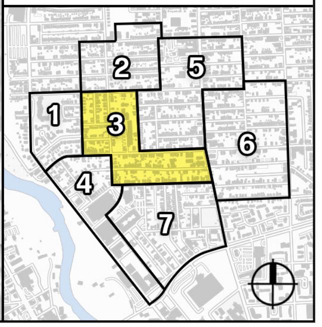
LEGEND

▨	EXISTING BUILDING OUTSIDE FOCUS AREA
☐	EXISTING BUILDING WITHIN FOCUS AREA
🟨	PROPOSED NEW CONSTRUCTION
▭	AREA OF INTEREST
▭	AREA IN NEED OF TRAFFIC CALMING
🟥	PROPOSED RESIDENTIAL INFILL
🟧	PROPOSED COMMERCIAL INFILL
🟦	PROPOSED GREENSPACE ON CITY-OWNED LAND
🟩	PROPOSED GREENSPACE
🟦	CITY-OWNED VACANT LAND (SEE PAGE __)
▯▯▯▯▯▯	EXISTING TRAIL
▯▯▯▯▯▯	PROPOSED TRAIL
▬	PROPOSED BIKE PATH
●	PROPOSED TREE

SCALE

100 ft 200 ft

FOCUS AREA CONTEXT



Focus Group 3: Residential & El Camino Trail

Residential / El Camino Trail

FOCUS AREA 3							
Term	#	Description	Responsible Organization	Notes	Priority	In Process	Completed
Ongoing	3-A	Garbage/debris management	City of Rochester Code Enforcement	Inform residents of 311 and NET Office			
Short 1-3 years	3-B	Reduce speed limit on N. Clinton Ave	City of Rochester				
	3-C	Expand presence of church	Church administration/local community	Increase community engagement			
	3-D	Quonset hut improvements	Property owner	Paint, potentially convert to flea market space			
	3-E	Enhance street tree plantings	CofR Forestry Department	Refer to city forestry master plan, updated 2024			
	3-F	Provide covered bus shelters	RGRTA	Along St. Paul, N Clinton, St. Joseph, Upper Falls			
	3-G	Prioritize rehabilitation of vacant structures	Ibero-American Development Corporation				
	3-H	Determine source of sewage smell at Conkey Corner Park	MCDES				
Medium 3-5 years	3-I	Organize neighborhood and business association	Local community	To promote and sustain local business			
	3-J	Curbs necessary in many areas	Resident observations	Refer to city street maintenance program for sidewalks, curbs, pavements			
	3-K	Increase sidewalk lighting	CofR DES Lighting Bureau	Consider front porch light program			
	3-L	Lighting of El Camino Trail	City of Rochester	Scope of lighting TBD			
	3-M	Create water park for children	City of Rochester	Place at rec center, consider neighborhood recreation study			
Long 5 10 years	3-N	Place overhead utilities underground where feasible	Private utility companies/CofR	Consider during street improvement projects			

4

Focus Group 4: St. Paul Corridor & Upper Falls Blvd.

Assets:

- Creative Spaces
- River views
- Baush St. Bridge/ Upper Falls Gateway
- Parking Lots
- OACES
- Rochester Makers Space
- Black & White Baseball
- Kingdom Hall of Jehovah's Witnesses
- Manufacturing
- Genesee Riverway Trail
- El Camino Trail Extension- River
- High Falls State Park- Access Point
- Monroe County Social Service Department

Focus group notes:

- Shared bike road/ Dedicated bike path along St Paul to be part of Genesee Riverway Trail
- Clearcut overgrowth DOT contact
- Lighting/phones overlook
- Fences/ beauty
- Overlook for state park, trussel / running track bridge
- Go to west side/ pedestrians + bikes
- Heart/ St Paul- Utilize spaces as grocery store, bathrooms, food
- Edna craven idea- vehicle xxx
- Grocery stone/ gym/ workforce development/ multi-functional spaces
- St Paul/ The desert
- Benches, Plants, signage

Conkey Corner Park:

- Sign that lights up
- Upgrade/ move stone walls
- Rubber custom mats/ flooring
- Sensory disability programming
- Update the grill

- Beautification of rental properties
- How to approach the affordable housing piece (grants)
- Kids don't live here. How do we connect with them?
- Speed bumps, traffic lights, traffic calming measures
- Gas station needs beautification
- Flowers
- Connect El Camino Trail to Genesee Riverway Trail
- Overview signage
- Clear trees to open views- DOT

- Park on the corner of St Paul and Upper falls blvd- needs lighting & signage and water feature

- Suntrue St- level by gorge – proposed state park- connect genesee river trail to el camino trail
- Brick wall on Suntrue st repair or remove
- Create plaques or signage along that brickwall informing the history of genesee river

- Coca cola could have a museum
- xxxxx st- Underutilized

- Pump park/ State park, speed bumps
- Add payphones
- Scranton st- Ask Gildred

- Flower city workcamp- how and where
- Get neighbors involved between 52 & 54- along the fence line

- Cleanup trail, Water fountain along trail
- Solar lights on trail
- Cover of evergreen trees on el camino trail
- Crosswalk for Clifford- push bottom light
- Clearout overgrowth
- Café- lighting and sign

- Have separate lots
- Remove brush & overgrowth

- Rec center- gym/ daycare
- Mixed use co.op housing
- Grocery stre
- Vertical farming
- Housing
- A park with water feature
- Basketball, Pickleball court
- Cobbs hill type park (pump park, state parks)
- Grill
- Picnic shelter
- St Paul Existing overlook needs beautification
- Community center
- Corner restaurant
- Coca cola engagement, museum
- Food desert
- Garage- make into a bodega/ store for trail (owned by Ibero), rest stop have bathrooms
- Bike repair stations

- Conkey corner park- updates, beautification, accessibility & equipment for 9kids with disability
- Update bulletin board- lighting for bulletin board & park
- Water stations
- Voiceover IP phone booths

- BTB- bring back to north eat/ vacant lots can be single family homes
- Partnership with agencies to beautify front of rental / owned properties
- Free little library

Vacant Lot

Sunoco- St. Paul

Conkey
STOP

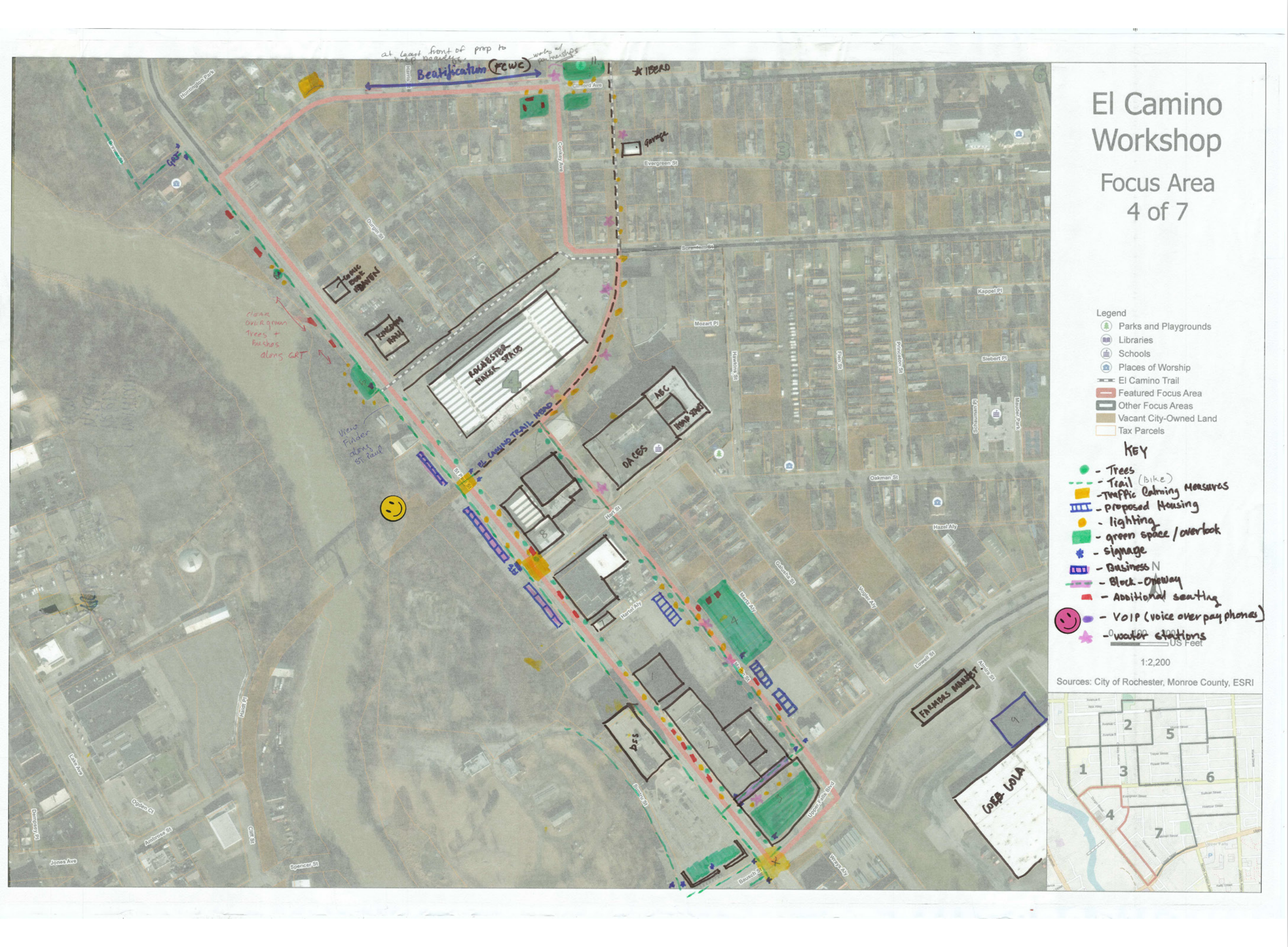
Conkey/ Clifford Corner

4

Focus Group 4: St. Paul Corridor & Upper Falls Blvd.

Brewer St- St. Paul Blvd.

St. Paul River Overlook


El Camino
Workshop
Focus Area
4 of 7
Legend
Parks and Playgrounds
Libraries
Schools
Places of Worship
El Camino Trail
Featured Focus Area
Other Focus Areas
Vacant City-Owned Land
Tax Parcels
Key
- Trees
- Trail (Bike)
- Traffic Calming Measures
- proposed Housing
- lighting
- green space / overlook
- signage
- Business
- Block - Oneway
- Additional seating
- VoIP (voice over pay phones)
- water stations
N
0 100 200 US Feet
1:2,200
Sources: City of Rochester, Monroe County, ESRI
Beautification
1
2
3
4
5
6
7
9

St. Paul Business

Clifford Avenue

El Camino Trail Entrance

Conkey Park

El Camino Trail crossing

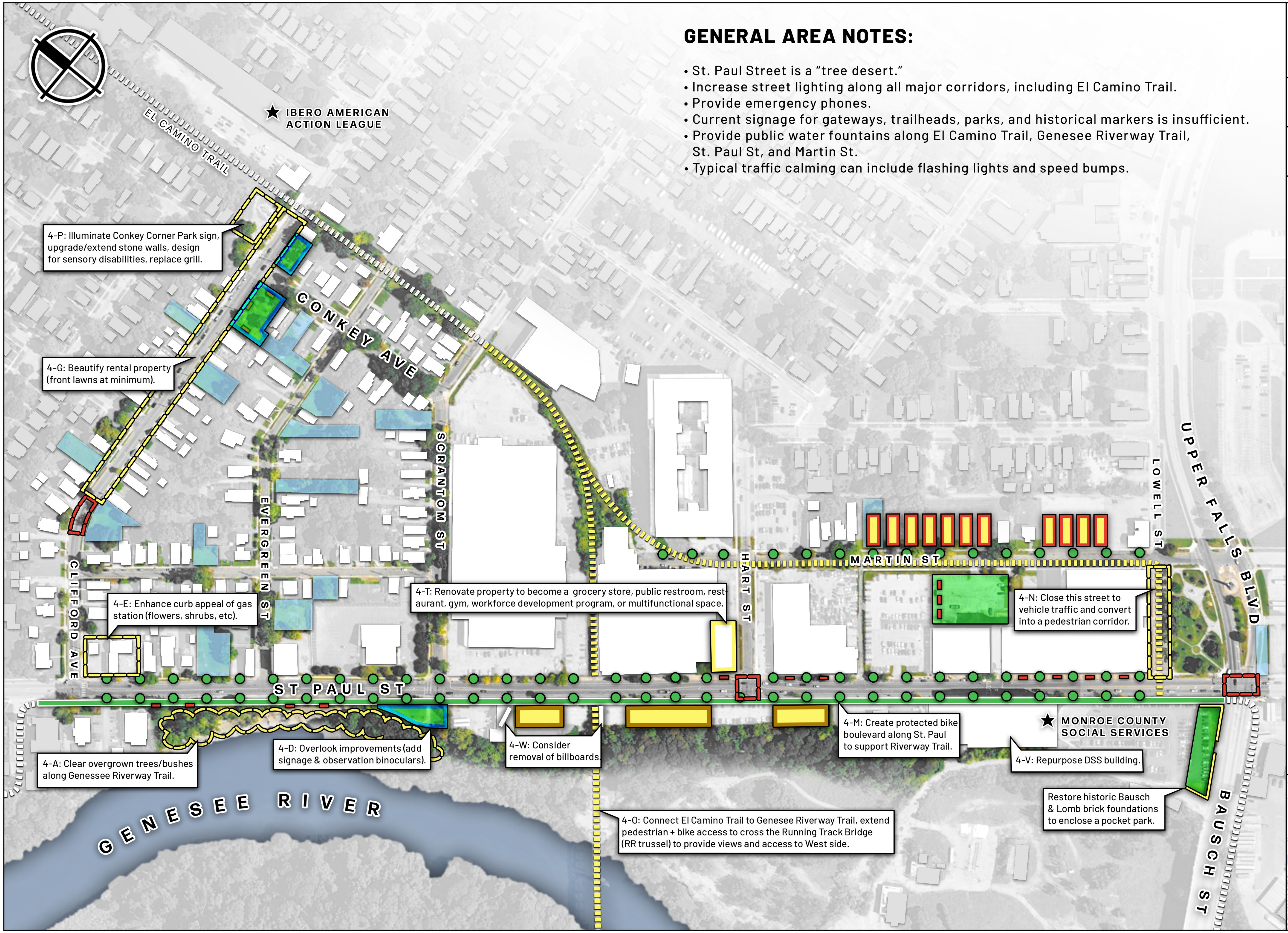
Housing

EL CAMINO DESIGN WORKSHOP 2024

FOCUS AREA 4 RECOMMENDATIONS

GENERAL AREA NOTES:

- St. Paul Street is a “tree desert.”
- Increase street lighting along all major corridors, including El Camino Trail.
- Provide emergency phones.
- Current signage for gateways, trailheads, parks, and historical markers is insufficient.
- Provide public water fountains along El Camino Trail, Genesee Riverway Trail, St. Paul St, and Martin St.
- Typical traffic calming can include flashing lights and speed bumps.


IBERO AMERICAN ACTION LEAGUE
EL CAMINO TRAIL
CONKEY AVE
SCRANTOM ST
EVERGREEN ST
CLIFFORD AVE
HART ST
MARTIN ST
LOWELL ST
UPPER FALLS BLVD
ST PAUL ST
MONROE COUNTY SOCIAL SERVICES
GENESEE RIVER
BAUSCH ST

4-P: Illuminate Conkey Corner Park sign, upgrade/extend stone walls, design for sensory disabilities, replace grill.

4-G: Beautify rental property (front lawns at minimum).

4-E: Enhance curb appeal of gas station (flowers, shrubs, etc).

4-T: Renovate property to become a grocery store, public restroom, restaurant, gym, workforce development program, or multifunctional space.

4-N: Close this street to vehicle traffic and convert into a pedestrian corridor.

4-A: Clear overgrown trees/bushes along Genessee Riverway Trail.

4-D: Overlook improvements (add signage & observation binoculars).

4-W: Consider removal of billboards.

4-M: Create protected bike boulevard along St. Paul to support Riverway Trail.

4-V: Repurpose DSS building.

Restore historic Bausch & Lomb brick foundations to enclose a pocket park.

4-O: Connect El Camino Trail to Genesee Riverway Trail, extend pedestrian + bike access to cross the Running Track Bridge (RR trussel) to provide views and access to West side.

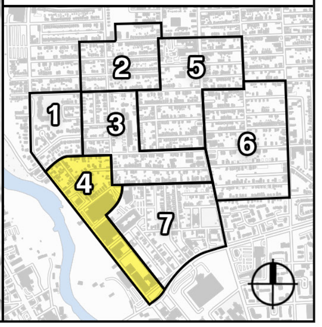
LEGEND

- ▨ EXISTING BUILDING OUTSIDE FOCUS AREA
- □ EXISTING BUILDING WITHIN FOCUS AREA
- ▢ AREA OF INTEREST
- ▢ AREA IN NEED OF TRAFFIC CALMING
- 🟥 PROPOSED RESIDENTIAL INFILL
- 🟨 PROPOSED BUSINESS / MIXED-USE INFILL
- 🟦 PROPOSED GREENSPACE ON CITY-OWNED LAND
- 🟩 PROPOSED GREENSPACE
- 🟦 CITY-OWNED VACANT LAND (SEE PAGE _)
- ┅ EXISTING TRAIL
- ┅ PROPOSED TRAIL
- ━ PROPOSED BIKE PATH
- ● PROPOSED TREE
- ▬ PROPOSED BENCH

SCALE

100 ft 200 ft

FOCUS AREA CONTEXT



4

Focus Group 3A: Residential & El Camino Trail

St Paul / Upper Falls/ Scranton / El Camino Trail

FOCUS AREA 4							
Term	#	Description	Responsible Organization	Notes	Priority	In Process	Completed
Ongoing	4-A	Tree clearing along overlook	City of Rochester				
Short 1-3 years	4-B	Street tree plantings	City of Rochester				
	4-C	Public street furniture	CofR/Monroe County DOT				
	4-D	Overlook improvements	City of Rochester	Signage, observation binoculars			
	4-E	Corner gas station improvements	Property owner	Site and landscape improvements			
	4-F	Traffic calming devices	City of Rochester	Signage, speed bumps, etc.			
	4-G	Private property improvements along Clifford Ave	Property owners	Primarily front yards			
	4-H	Infill housing east side of Martin St	CofR/Ibero IADC				
	4-I	Increase street and El Camino Trail lighting	City of Rochester	Prepare lighting survey/study, prioritize El Camino Trail			
	4-J	Provide emergency phones/security cameras	CofR/Rochester Police Department				
	4-K	Create district/features identity signage	City of Rochester	Wayfinding markers, gateways			
Medium 3-5 years	4-L	Retain and restore B&L Foundation	Monroe County Social Services	Create gateway pocket park to High Falls			
	4-M	Create protected bike boulevard on St. Paul St	Monroe County DOT				
	4-N	Close Lowell St	City of Rochester	Incorporate with adjacent park			
	4-O	Extend El Camino Trail to Running Track Bridge	City of Rochester				
	4-P	Conkey Corner Park improvements	City of Rochester				
	4-Q	Create formal green space	City of Rochester	Maintenance, feasibility study, programming, design, and construction			
	4-R	Connection of El Camino Trail to Martin St	Genessee Land Trust/IADC				
	4-S	Expand green space on Martin St	Genessee Land Trust/IADC	Include existing playground equipment			
	4-T	Develop building for mixed use	Property owner	800 St. Paul St			
	4-U	Provide public water fountains	City of Rochester	El Camino Trail, Riverway Trail, public spaces			
Long5-10 years	4-V	Repurpose DSS building	Monroe County	NYS park offices and residential			
	4-W	Consider removal of existing billboards	Private owner				
	4-X	Mixed-use development west side of St. Paul St	CofR/IADC				

5 **Focus Group 5:** North Clinton Ave / Hickey Freeman

Assets:

- Gateway- Commercial corridor
- Hickey Freeman redevelopment
- Creative Kids Zone Child Care Center
- Vacant lots
- The Salvation Army Temple Corps Food Distribution Center
- Pentecostal Holiness Church

- Bars on doors/windows
- Tree stumps
- Replace house sidings/paint

N. Clinton Ave:

- Bike lanes – There are bike rocks
- Weeds in brick pathing
- Swings in market playground
- More dirt/compost in tree spots & giant pots
- Artists paint plant pots & grey cinderblock
- Building walls.
- Bus stop awnings/covers (advertise local biz)
- More green sidewalk patches
- Needs bus stop awnings. Could advertise on them. Fill out tree plots & giant flower pots w/ dirt. Can paint the large pots. Fix sidewalks/remove weeds.

Treyer/Roth:

- Residents across from giant lot say many kids play in the large field.
- Mostly grassy. Needs some tree trimming. Residents say a simple baseball, football, soccer setup would do a lot. Put needle disposal bin on corner.

Ketchum/Remington:

- Abandoned cinderblock comm, garden, Revitalize it.
- Closed Patty's Sports Pub -> Mental Health Clinic. Giant unobstructed wall. Prime mural spot.

Ave A./Clinton:

- Bus awning

Clinton/Ave. D:

- Busted street light.

Morrill/Hollenbeck:

- Redo sidewalk. Add trashcans. Remove (scam) for sale sign (doesn't work). Many tent livers.

Dale/Remington:

- Abandoned food pantry box

Wilkins/Remington:

- Need poop bag stands. Big empty green lot. Need garbage cans.
- Near 460 Ave A., big lot baseball court. Only has a couple of trees.

Carl/Clinton:

- Giant grey wall

Ave. A/ Clinton:

- Need bus cover/awning
- 420 Ave. A- abandoned. Abandoned scooters/ cause accidents

Ave. A/ Clinton:

- Need bus cover/awning

Hollenbeck/Ave. D:

- 2 giant green poles? More AFK scooters. Need more garbage cans/fresh dirt & grass. Leftover crime scene tape.
- Felix Barber shop- shoes on wires. Building – fresh coat paint.

Ave. D/Clinton:

- Kreative Kids Zone abandoned. Lots of tweakers.

Morrill + Hollenbeck:

- Trashy, so many tents. Redo sidewalks Giant plots of land (very clear/clean). Some needles. A for sale sign on city prop. Number does not work. Need trashcans.

Focus group 5A notes:

Clifford Ave:

- Remove bars on windows- commercial + residential
- 264 Clifford- Chain
- Clifford Lill St corner fence remove dead tree
- Connection Clifford
- Actively offer city owned lots @reduced price
- Clifford- huge vacant lots- revisit set backs for zoning (120' depth code)
- Clinton/Clifford more green/flower boxes
- 927 Clinton- board windows
- 939 crosswalk w/lights- paint
- Bike racks- Clinton Ave
- 961 Clinton- fix handicap sidewalks, tree roots are raising sidewalk
- Remove shoes off of wires

- Concrete fill in sidewalks that are stamped
- Ave A- Clinton- Common façade improvements
- 1062 Clinton- 1050 Clinton ugly- vacant
- Creative kids- bigger playground- picnic tables- trees
- 1076 burned out house
- Vacant green space Mill St.- Clinton
- Homeless encampment- tents

Father Tracy:

- Tiny houses on vacant lots
- Sewer grates clogged

Ave D- North Clinton:

- Storefronts too many signs
- Window grates
- New crosswalk
- Streetlights on side streets

1041 N Clinton Ave:

- 30 Treyer connection green trail- ave A
- No RG&E
- Lot size need review-buildable site
- Remove bollards from private lots

Housing

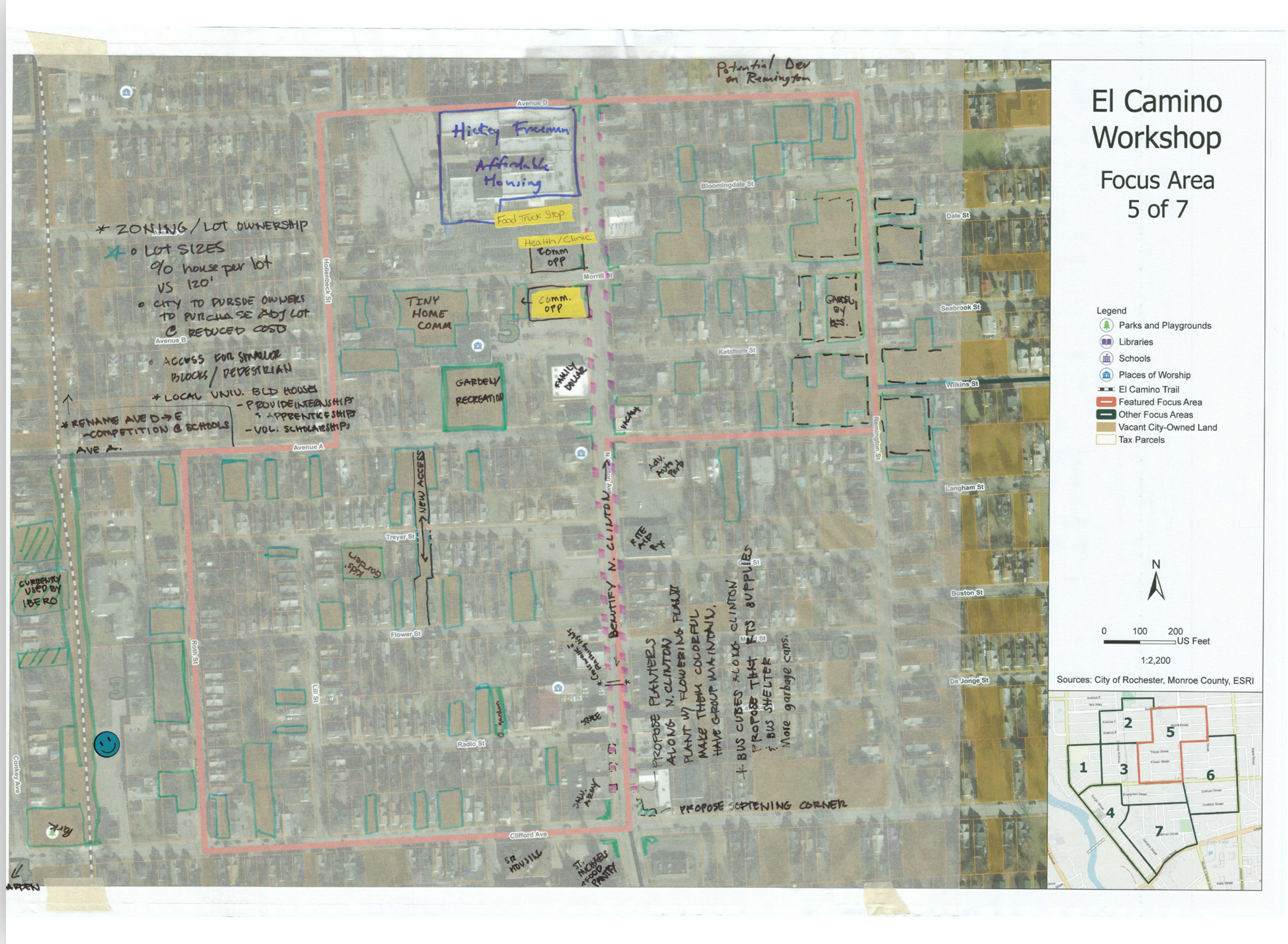
Business on Avenue D

5

Focus Group 5: North Clinton Ave / Hickey Freeman

Community Garden- Vacant Lot

Vacant Lot


El Camino Workshop
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N
0 100 200 US Feet
1:2,200
Sources: City of Rochester, Monroe County, ESRI
Potential Dev on Remington
Hickey Freeman
Affordable Housing
Food Truck Stop
Health/Clinic
Comm opp
Comm. opp
Tiny Home Comm
Garden/Recreation
Family Dollar
Vacant
New Access
Adv. Auto Parts
Rite Aid Rx
N. Clinton
Beautify N. Clinton
* Zoning / Lot ownership
∘ Lot sizes
% house per lot
vs 120'
∘ City to pursue owners to purchase adj lot @ reduced cost
∘ Access for smaller blocks / pedestrian
* Local univ. bld houses
- Provide internships & apprenticeships
- Vol. scholarships
* Rename Ave D → E
- Competition @ schools
Ave A.
Propose planters along N. Clinton
Plant w/ flowering plants
Make them colorful
Have group maintain.
* Bus cubes along Clinton
Propose that RTS supplies
& bus shelter
& more garbage cans.
Propose softening corner
Store
Salv. Army
Sr Housing
St. Michaels + Food Pantry
Avenue D
Avenue A
Morrill St
Hollenbeck St
Treyer St
Remington St
Wilkins St
Langham St
Boston St
De Jonge St
Clifford Ave
1
2
3
4
5
6
7

Streetscape- North Clinton

Focus Group 5

Vacant Lots

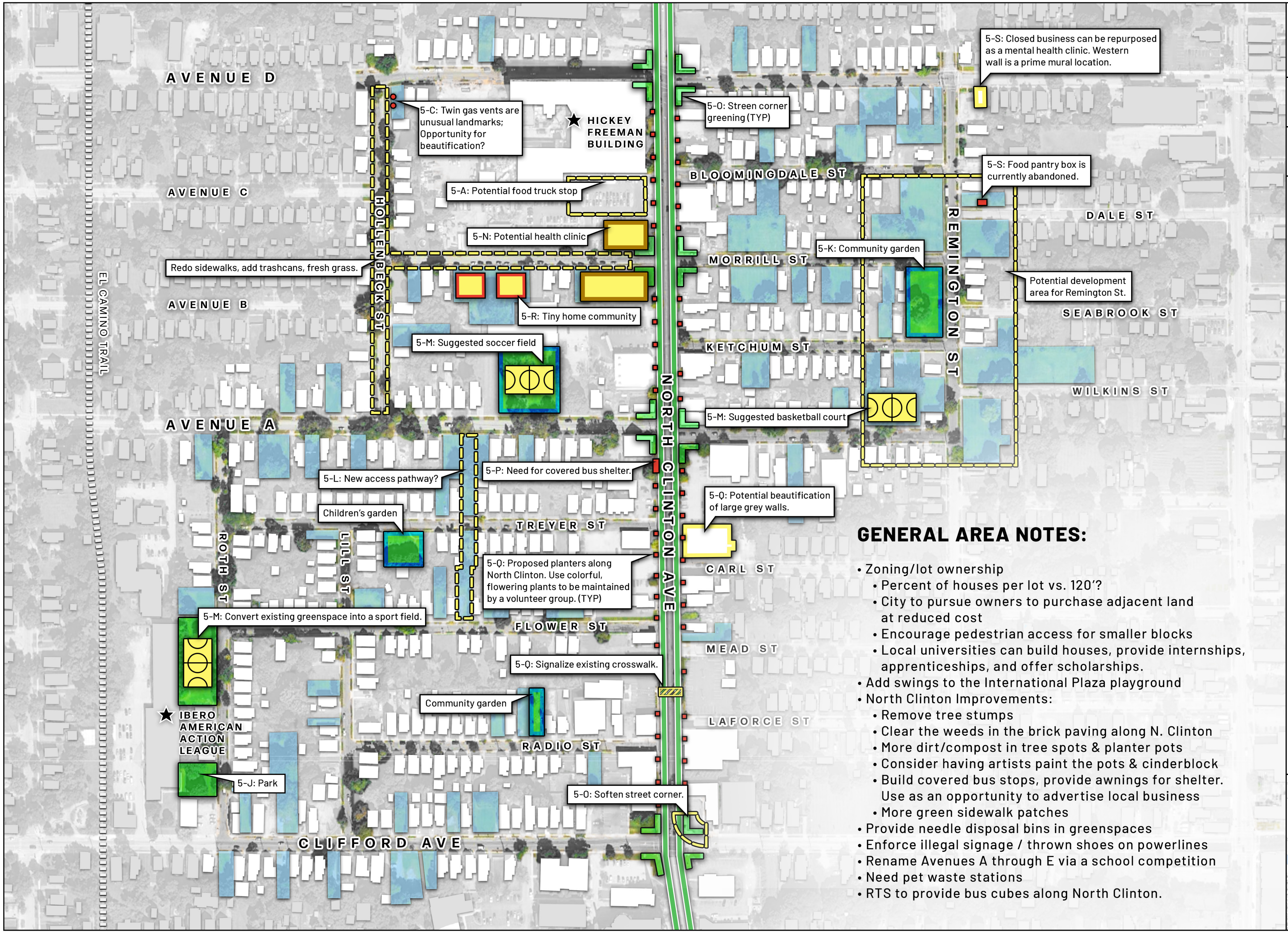
Vacant Lots

Vacant Lots

Boarded up house

EL CAMINO DESIGN WORKSHOP 2024

FOCUS AREA 5 RECOMMENDATIONS


AVENUE D
AVENUE C
AVENUE B
AVENUE A
HICKEY FREEMAN BUILDING
HOLLENBECK ST
EL CAMINO TRAIL
NORTH CLINTON AVE
BLOOMINGDALE ST
DALE ST
MORRILL ST
SEABROOK ST
KETCHUM ST
WILKINS ST
REMINGTON ST
TREYER ST
ROTH ST
LILL ST
CARL ST
FLOWER ST
MEAD ST
LAFORCE ST
RADIO ST
CLIFFORD AVE
IBERO AMERICAN ACTION LEAGUE

5-C: Twin gas vents are unusual landmarks; Opportunity for beautification?

5-A: Potential food truck stop

5-N: Potential health clinic

Redo sidewalks, add trashcans, fresh grass.

5-R: Tiny home community

5-M: Suggested soccer field

5-L: New access pathway?

5-P: Need for covered bus shelter.

Children's garden

5-Q: Proposed planters along North Clinton. Use colorful, flowering plants to be maintained by a volunteer group. (TYP)

5-M: Convert existing greenspace into a sport field.

5-Q: Signalize existing crosswalk.

Community garden

5-J: Park

5-O: Soften street corner.

5-S: Closed business can be repurposed as a mental health clinic. Western wall is a prime mural location.

5-O: Streen corner greening (TYP)

5-S: Food pantry box is currently abandoned.

5-K: Community garden

Potential development area for Remington St.

5-M: Suggested basketball court

5-Q: Potential beautification of large grey walls.

GENERAL AREA NOTES:

- Zoning/lot ownership
  - Percent of houses per lot vs. 120'?
  - City to pursue owners to purchase adjacent land at reduced cost
  - Encourage pedestrian access for smaller blocks
  - Local universities can build houses, provide internships, apprenticeships, and offer scholarships.
- Add swings to the International Plaza playground
- North Clinton Improvements:
  - Remove tree stumps
  - Clear the weeds in the brick paving along N. Clinton
  - More dirt/compost in tree spots & planter pots
  - Consider having artists paint the pots & cinderblock
  - Build covered bus stops, provide awnings for shelter. Use as an opportunity to advertise local business
  - More green sidewalk patches
- Provide needle disposal bins in greenspaces
- Enforce illegal signage / thrown shoes on powerlines
- Rename Avenues A through E via a school competition
- Need pet waste stations
- RTS to provide bus cubes along North Clinton.

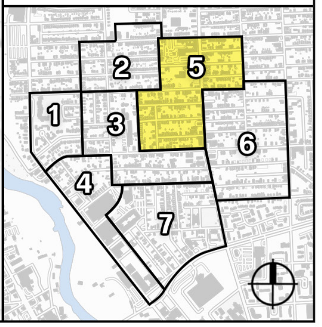
LEGEND

⬜ EXISTING BUILDING OUTSIDE FOCUS AREA
⬜ EXISTING BUILDING WITHIN FOCUS AREA
🟨 PROPOSED NEW CONSTRUCTION
⬚ AREA OF INTEREST
⬜ EXISTING BUILDING W/ PROPOSED CHANGES
🟥 PROPOSED RESIDENTIAL INFILL
🟧 PROPOSED COMMERCIAL INFILL
🟦 PROPOSED GREENSPACE ON CITY-OWNED LAND
🟩 PROPOSED GREENSPACE
🟦 CITY-OWNED VACANT LAND (SEE PAGE __)
▯▯▯▯▯ EXISTING TRAIL
▬ PROPOSED BIKE PATH
▨ PROPOSED CROSSWALK
▬ STREET FURNITURE

SCALE

100 ft 200 ft

FOCUS AREA CONTEXT



5

Focus Group 5: North Clinton Ave / Hickey Freeman

North Clinton Ave / Hickey Freeman

FOCUS AREA 5							
Term	#	Description	Responsible Organization	Notes	Priority	In Process	Completed
Ongoing	5-A	Program food truck at Hickey Freeman	Home Leasing (property owner)				
Short	5-B	Design site improvements for northeast corner property	Property owner	Predominantly landscape improvements			
	5-C	Clean and paint existing gas vents	Private utility/volunteers				
	5-D	Determine lots not compliant with current zoning	Ibero-American Development Corporation				
	5-E	Encourage vacant lot acquisition by adjacent property owners	City of Rochester	(Via discounted price)			
	5-F	Add swings to International Plaza playground	Ibero-American Development Corporation				
	5-G	Provide needle disposal bins in green spaces	Public health organizations				
	5-H	Eliminate noncompliant signage	Rochester Police Department	For sale signs on vacant lots, thrown shoes on power lines			
	5-I	Install pet waste stations	Neighborhood association				
Medium	5-J	Create park space along west side of Roth St	Ibero-American Development Corporation				
	5-K	Design and install neighborhood garden	CofR/volunteers				
	5-L	Create access pathway from Ave A south to Flower St	City of Rochester				
	5-M	Create active recreation facility	City of Rochester	Soccer field and basketball court, conduct neighborhood recreation study			
	5-N	New structures at N. Clinton and Merrill	Private developer				
	5-O	Streetscape enhancement at key intersections	City of Rochester	Crosswalks, drop curbs, trees, lighting, planters			
	5-P	Add covered bus shelter at N. Clinton and Ave A	City of Rochester				
	5-Q	N. Clinton Ave improvements	City of Rochester	Dedicated bike lanes, bus cubes, signalized crosswalks, landscaping improvements			
	5-R	Prioritize residential infill housing	CofR/IADC	Tiny home community on Morrill St			
	5-S	Prioritize rehabilitation of vacant structures	Current owners	Food pantry on Dale St, mental health clinic at 485-87 Ave D			
Long	5-T	Consider abandoning Remington St, Ave A to Ave D	CofR/IADC	Consider large-scale development			
	5-U	Provide opportunities in collaboration with universities	Local universities	Housing, internships, apprenticeships, scholarships for employees and students			
	5-V	Rename Ave A through E	CofR/RCSD	Through a school competition			

Kids Play
Here Don't
THROW NEEDLES
IN YARD

6 Focus Group 6: North Clinton Ave

Assets:

- La Marketa International Plaza
- St. Michael's Church
- Father Tracy Advocacy Center
- Commercial Corridors

Focus group notes:

- No drug tourists
- No drug supportive services

Social Enterprises- Help w/ Initial investment.

- Ibero
- CDS Monarch

What is missing?

- Pizza
- Ice cream

- Doesn't need space
- Missing right tenant w/ right partnership
- City regulations – Parking

- Walkable safe – willing to walk
- Not safe, park directly in front
- Subside services to help w/ plans to get permits/ approvals.

- Picket fences vs. Chain link
- Aluminum or vinyl
- Trees paver
- Gardens
- Bus shelters

- More shops on Joseph and N. Clinton
- Need population to support
- Attract commercial business
- Businesses w/ social impact on enterprise coffee shop, where sole entrepreneur cannot
- Need runaway of 5+ years on N. Clinton to break even or move to make profit
- Franchises may be the answer

- Synagog
- BIPOC artists programs
- Diversify offerings
- Needs to be partnership for there to add veggies/ fruits into their product mix.

- More people new / higher income for those here

- Employment jobs- Service mostly
- Social services - things you can pay for with insurance on Joseph & N. Clinton dentist.

- Remington = Bike Blvd – need markings
- Boston
- Bike route through Clifford

- No kids on street
- No jobs - Live in depressed area.
- No jobs - Mindset
- Ketchum street need street trees

- Ways of securing facades
- Nice aesthetic
- Look at Puerto Rican example
- Colored iron work.

- Homeownership/ Rental occupancy 80/20 -50/50
- commercial space and 7 rental unit
- Incdubate opportunities
- Eminent domain properties

- Autozone – Indoor market
- Sullivar – reconstruction
- Evergreen/ N. Clinton hard to cross
- Chesters/Evergreen/ Scrantom St.- Drug sales
- Salon Incubation in Burgo's building - 821 N. Clinton

- Sullivan & Hoeltzer st. are under construction

- No garbage cans in park
- Park name?
- Fencing and gate at parking lot need work
- New street to park
- Renaming streets/ Rebrand
- Chain-link fencing in front yards- replace
- Replacement program for fencing- Pickets
- Provide feeling of security
- Just give vacant lot to adjacent property
- Cuba Place & Maria St vacant lots- need parking
- Cuba needs street trees

Underutilized Commercial Building

Streetscape

North Clinton Streetscape

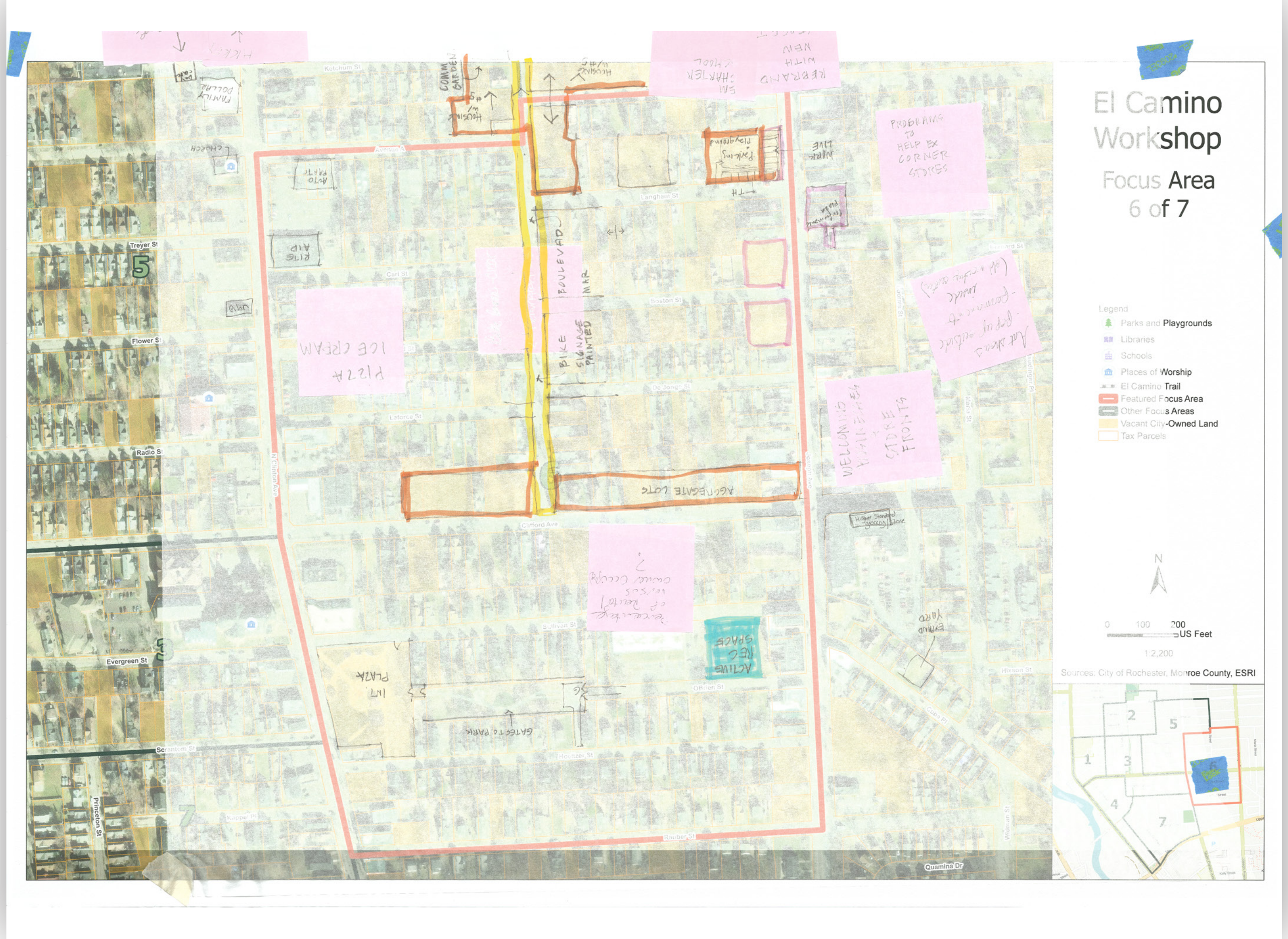
Vacant Lot

6

Focus Group 6: North Clinton Ave

North Clinton Commercial Building

Side Street


El Camino Workshop
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6 of 7
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Other Focus Areas
Vacant City-Owned Land
Tax Parcels
N
0 100 200 US Feet
1:2,200
Sources: City of Rochester, Monroe County, ESRI
PROGRAMS TO HELP EX CORNER STORES
BOULEVARD
BIKE SIGNAGE PAINTED
WELCOMING STORE FRONTS
COMM GARDEN
CHURCH
PIZZA ICE CREAM
AGGREGATE LOTS
GATES TO PARK
INT PLAZA
ACTIVE REC SPACE
RITE AID
AUTO PARTS
Treyer St
Flower St
Radio St
Evergreen St
Princeton St
Quamina Dr

Vacant Lot

Vacant Lot

Vacant Lot

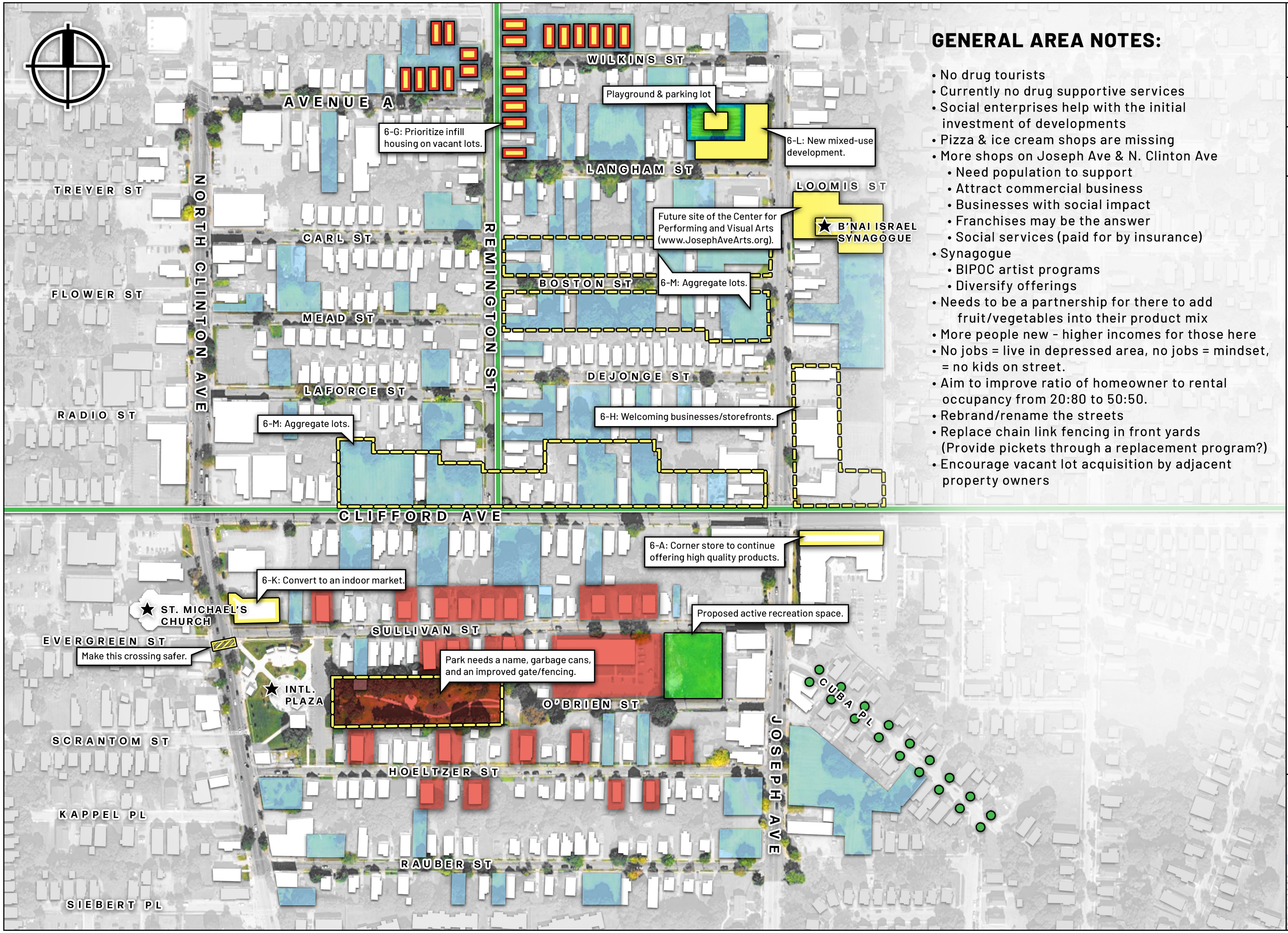
Corner Garden- Vacant Lot

N. Clinton Ave.- Streetscape maintainance

Benches

EL CAMINO DESIGN WORKSHOP 2024

FOCUS AREA 6
RECOMMENDATIONS


WILKINS ST
AVENUE A
LANGHAM ST
LOOMIS ST
B'NAI ISRAEL SYNAGOGUE
TREYER ST
CARL ST
BOSTON ST
FLOWER ST
MEAD ST
DEJONGE ST
LAFORCE ST
RADIO ST
NORTH CLINTON AVE
REMINGTON ST
CLIFFORD AVE
ST. MICHAEL'S CHURCH
EVERGREEN ST
SULLIVAN ST
INTL. PLAZA
O'BRIEN ST
CUBA PL
SCRANTOM ST
HOELTZER ST
JOSEPH AVE
KAPPEL PL
RAUBER ST
SIEBERT PL

Playground & parking lot

6-G: Prioritize infill housing on vacant lots.

6-L: New mixed-use development.

Future site of the Center for Performing and Visual Arts (www.JosephAveArts.org).

6-M: Aggregate lots.

6-H: Welcoming businesses/storefronts.

6-M: Aggregate lots.

6-A: Corner store to continue offering high quality products.

6-K: Convert to an indoor market.

Proposed active recreation space.

Make this crossing safer.

Park needs a name, garbage cans, and an improved gate/fencing.

GENERAL AREA NOTES:

- No drug tourists
- Currently no drug supportive services
- Social enterprises help with the initial investment of developments
- Pizza & ice cream shops are missing
- More shops on Joseph Ave & N. Clinton Ave
  - Need population to support
  - Attract commercial business
  - Businesses with social impact
  - Franchises may be the answer
  - Social services (paid for by insurance)
- Synagogue
  - BIPOC artist programs
  - Diversify offerings
- Needs to be a partnership for there to add fruit/vegetables into their product mix
- More people new - higher incomes for those here
- No jobs = live in depressed area, no jobs = mindset, = no kids on street.
- Aim to improve ratio of homeowner to rental occupancy from 20:80 to 50:50.
- Rebrand/rename the streets
- Replace chain link fencing in front yards (Provide pickets through a replacement program?)
- Encourage vacant lot acquisition by adjacent property owners

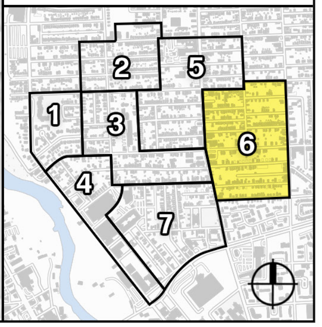
LEGEND

⬜	EXISTING BUILDING OUTSIDE FOCUS AREA
⬜	EXISTING BUILDING WITHIN FOCUS AREA
🟨	PROPOSED NEW CONSTRUCTION
▭	AREA OF INTEREST
▭	EXISTING BUILDING W/ PROPOSED CHANGES
🟥	PROPOSED RESIDENTIAL INFILL
🟦	PROPOSED GREENSPACE ON CITY-OWNED LAND
🟩	PROPOSED GREENSPACE
🟦	CITY-OWNED VACANT LAND (SEE PAGE __)
🟥	EXISTING IADC DEVELOPMENTS
▯▯▯▯▯▯	EXISTING TRAIL
▬	PROPOSED BIKE PATH
▨	PROPOSED CROSSWALK
▬	NEW STREET FURNITURE

SCALE

100 ft 200 ft

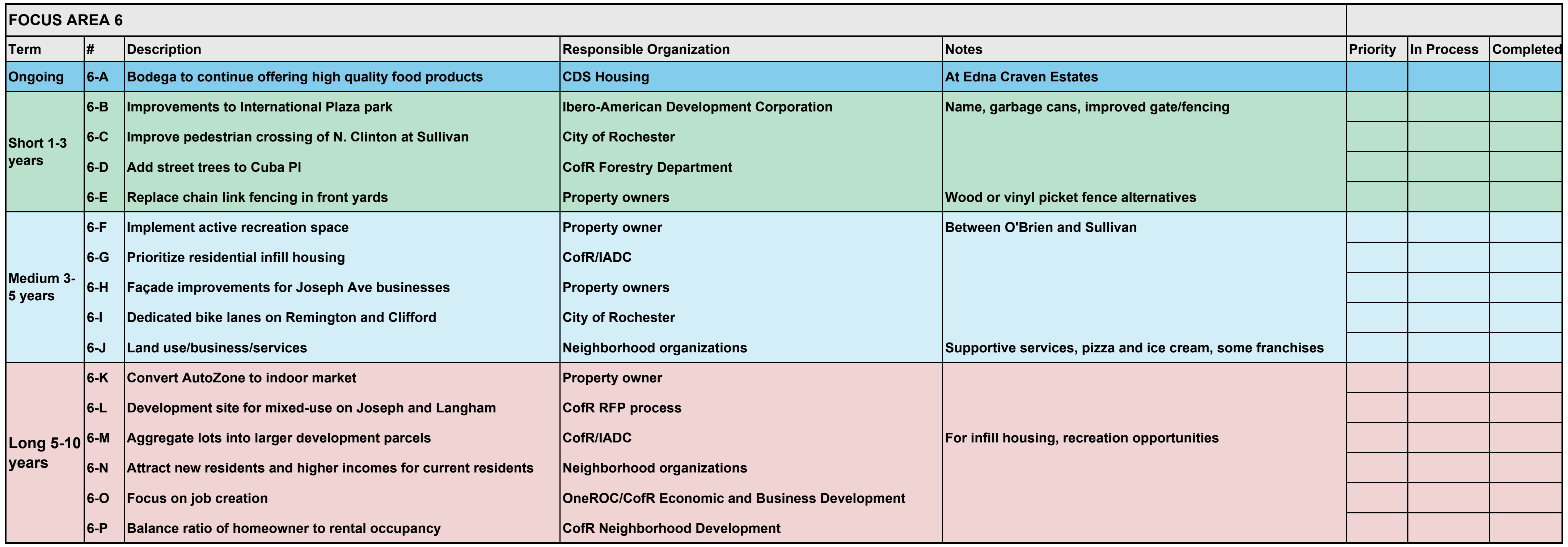
FOCUS AREA CONTEXT



6

Focus Group 6: North Clinton Ave

N Clinton Ave / International Plaza / Remington St / Clifford Ave



FOCUS AREA 6							
Term	#	Description	Responsible Organization	Notes	Priority	In Process	Completed
Ongoing	6-A	Bodega to continue offering high quality food products	CDS Housing	At Edna Craven Estates			
Short 1-3 years	6-B	Improvements to International Plaza park	Ibero-American Development Corporation	Name, garbage cans, improved gate/fencing			
	6-C	Improve pedestrian crossing of N. Clinton at Sullivan	City of Rochester				
	6-D	Add street trees to Cuba Pl	CofR Forestry Department				
	6-E	Replace chain link fencing in front yards	Property owners	Wood or vinyl picket fence alternatives			
Medium 3-5 years	6-F	Implement active recreation space	Property owner	Between O'Brien and Sullivan			
	6-G	Prioritize residential infill housing	CofR/IADC				
	6-H	Façade improvements for Joseph Ave businesses	Property owners				
	6-I	Dedicated bike lanes on Remington and Clifford	City of Rochester				
	6-J	Land use/business/services	Neighborhood organizations	Supportive services, pizza and ice cream, some franchises			
Long 5-10 years	6-K	Convert AutoZone to indoor market	Property owner				
	6-L	Development site for mixed-use on Joseph and Langham	CofR RFP process				
	6-M	Aggregate lots into larger development parcels	CofR/IADC	For infill housing, recreation opportunities			
	6-N	Attract new residents and higher incomes for current residents	Neighborhood organizations				
	6-O	Focus on job creation	OneROC/CofR Economic and Business Development				
	6-P	Balance ratio of homeowner to rental occupancy	CofR Neighborhood Development				

7

Focus Group 7: Upper Falls Blvd / N Clinton Ave / Clifford Ave

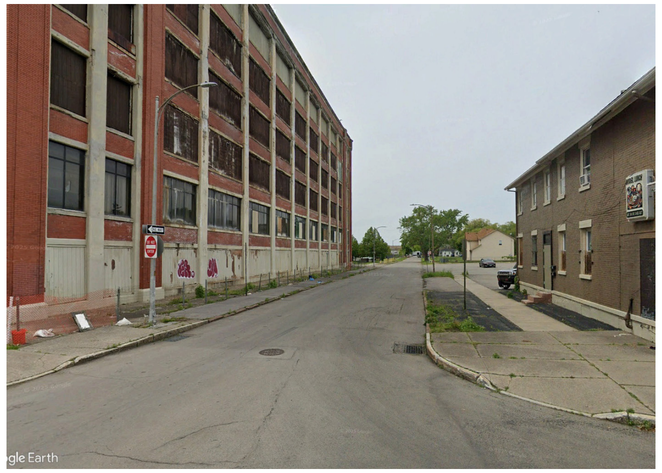
Assets:

- Gateway- Upper Falls Blvd.
- Henry Lomb Memorial Park- Bausch Memorial
- Don Samuel Torres Park
- Spanish Seventh-Day Adventist
- Los Flamboyanes
- Vacant Lots: Metz Alley, Vogler Alley, Almira St., Galusha St., Martin St.
- Manufacturing

Focus group notes:

- Hazel Alley cleanup (Vogler / Moore + Pl)
  - Debris, vegetation, fences, poles with vines
  - Code enforcement
- Vacant sites
- Infill lots
- Enclose dumpsters
- Demo structure – code enforcement
- Fix fencing
- Solution to temporary bollards and curbside barriers
- Tree lawn where there is asphalt in front of Northstar
- Better fence parallel to sidewalk @ church
- Curb repair and tree lawn reestablish on Fern
- Extend Vogler Alley to Elmira or eliminate
- Gutter (conc.) needed on entire street
  - Some trees planted behind the sidewalk
- Repurpose former B & L building
- Tree islands @ Martin
- Remove bollards / create tree lawn
- Improve parking entrance (formal curb cut)
- Closed curb cut
- Redesign site layout of Valero station
- Private property cleanup
- Improve fencing on private property
- Ground floor façade improvements
- Extend El Camino Trail southwest to Running Track Bridge

61-67 Almira St- Vacant Lot



Martin Street

Martin Street

Upper Falls Blvd- Existing Los Flamboyanes

Martin Street

Coca Cola Fencing

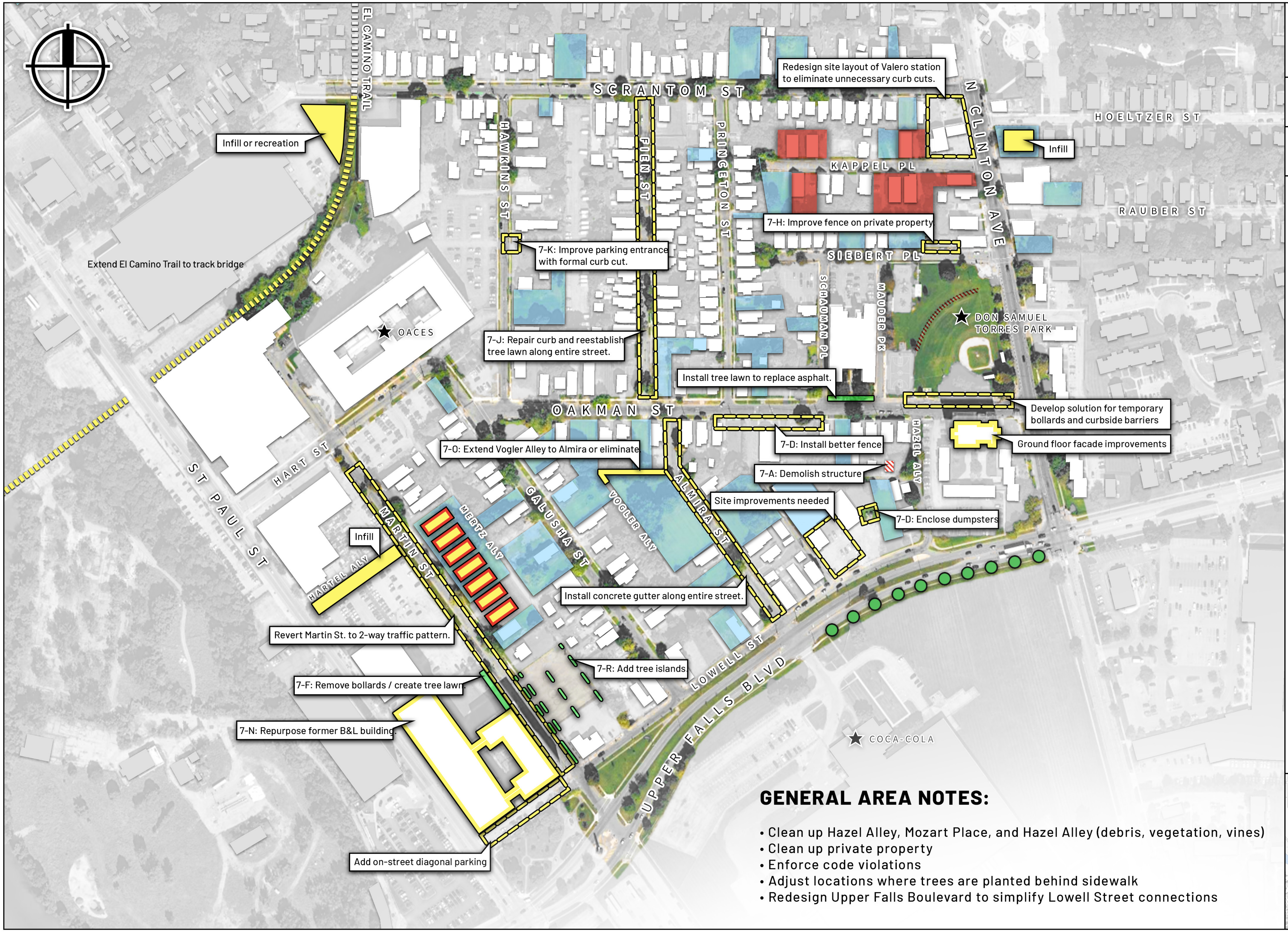
Upper Falls Blvd

Upper Falls Blvd- Dumpsters, Site Improvement

Upper Falls Blvd- McDonalds intersection

FOCUS AREA 7
RECOMMENDATIONS

EL CAMINO DESIGN WORKSHOP 2024


EL CAMINO TRAIL
SCRANTOM ST
HOELTZER ST
RAUBER ST
KAPPEL PL
SIEBERT PL
N CLINTON AVE
HAWKINS ST
FIEN ST
PRINCETON ST
SCHAUMAN PL
MAUDER PK
DON SAMUEL TORRES PARK
OACES
OAKMAN ST
HART ST
ST PAUL ST
MARTIN ST
HARTEL ALY
MERTZ ALY
GALUSHA ST
VOGLER ALY
ALMIRA ST
HAZEL ALY
LOWELL ST
UPPER FALLS BLVD
COCA-COLA

Redesign site layout of Valero station to eliminate unnecessary curb cuts.

Infill

Infill or recreation

Extend El Camino Trail to track bridge

7-K: Improve parking entrance with formal curb cut.

7-H: Improve fence on private property

7-J: Repair curb and reestablish tree lawn along entire street.

Install tree lawn to replace asphalt.

Develop solution for temporary bollards and curbside barriers

7-O: Extend Vogler Alley to Almira or eliminate

7-D: Install better fence

Ground floor facade improvements

7-A: Demolish structure

Site improvements needed

7-D: Enclose dumpsters

Infill

Install concrete gutter along entire street.

Revert Martin St. to 2-way traffic pattern.

7-R: Add tree islands

7-F: Remove bollards / create tree lawn

7-N: Repurpose former B&L building

Add on-street diagonal parking

GENERAL AREA NOTES:

- Clean up Hazel Alley, Mozart Place, and Hazel Alley (debris, vegetation, vines)
- Clean up private property
- Enforce code violations
- Adjust locations where trees are planted behind sidewalk
- Redesign Upper Falls Boulevard to simplify Lowell Street connections

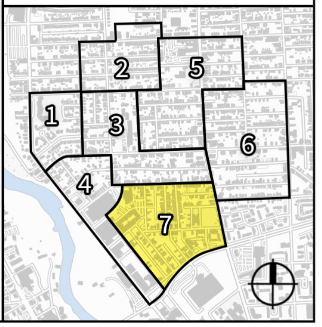
LEGEND

- ⬜ EXISTING BUILDING OUTSIDE FOCUS AREA
- ⬜ EXISTING BUILDING WITHIN FOCUS AREA
- 🟨 PROPOSED NEW CONSTRUCTION
- ▢ AREA OF INTEREST
- ▢ EXISTING BUILDING W/ PROPOSED CHANGES
- 🟥 PROPOSED RESIDENTIAL INFILL
- ▨ PROPOSED DEMOLITION OF EXISTING BUILDING
- 🟩 PROPOSED GREENSPACE
- 🟦 CITY-OWNED VACANT LAND (SEE PAGE __)
- 🟥 EXISTING IADC DEVELOPMENTS
- ▯▯▯▯▯ EXISTING TRAIL
- ▯▯▯▯▯ PROPOSED TRAIL
- ● PROPOSED TREE

SCALE

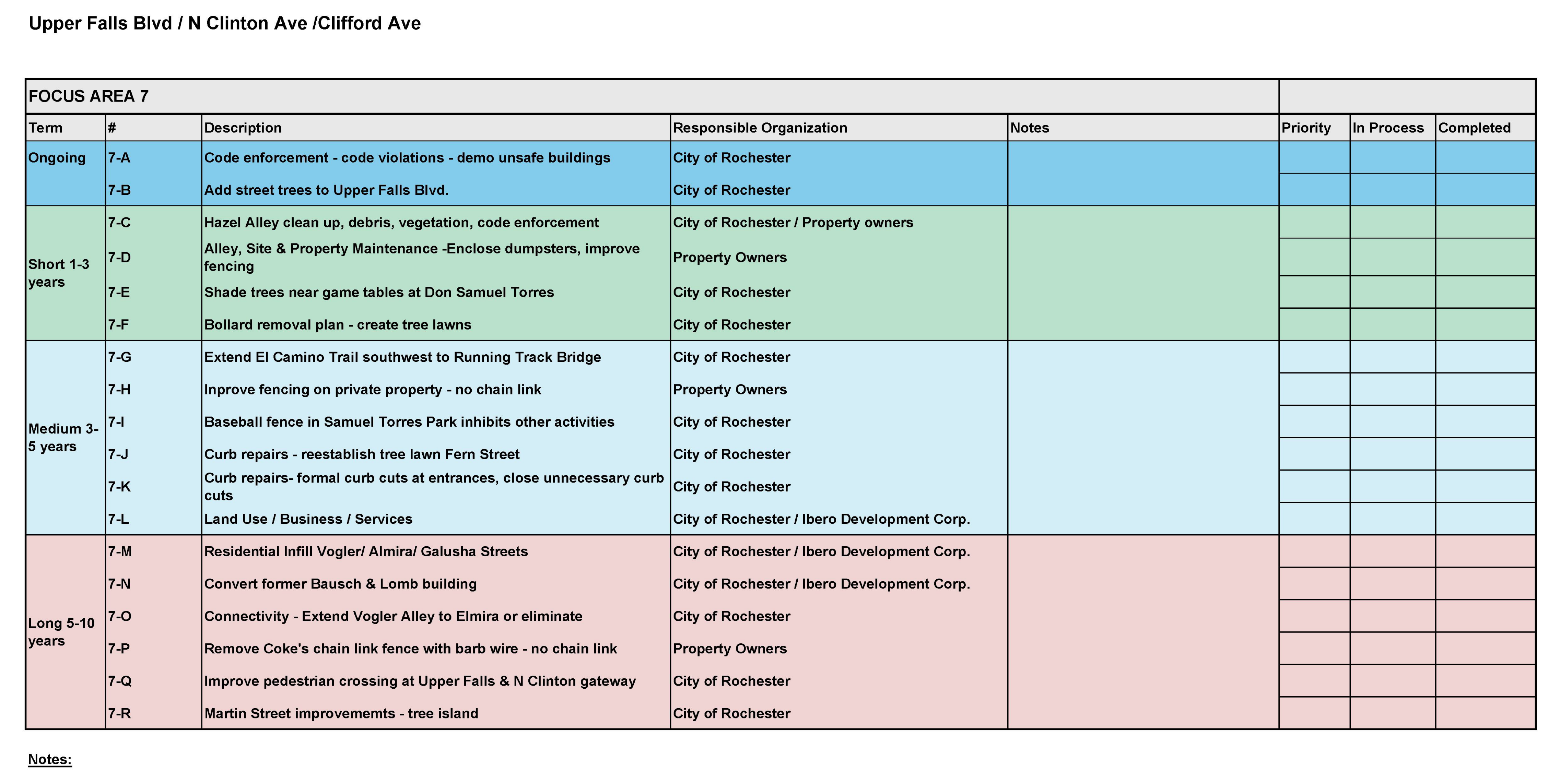
100 ft 200 ft

FOCUS AREA CONTEXT



7

Focus Group 7: Upper Falls Blvd / N Clinton Ave / Clifford Ave



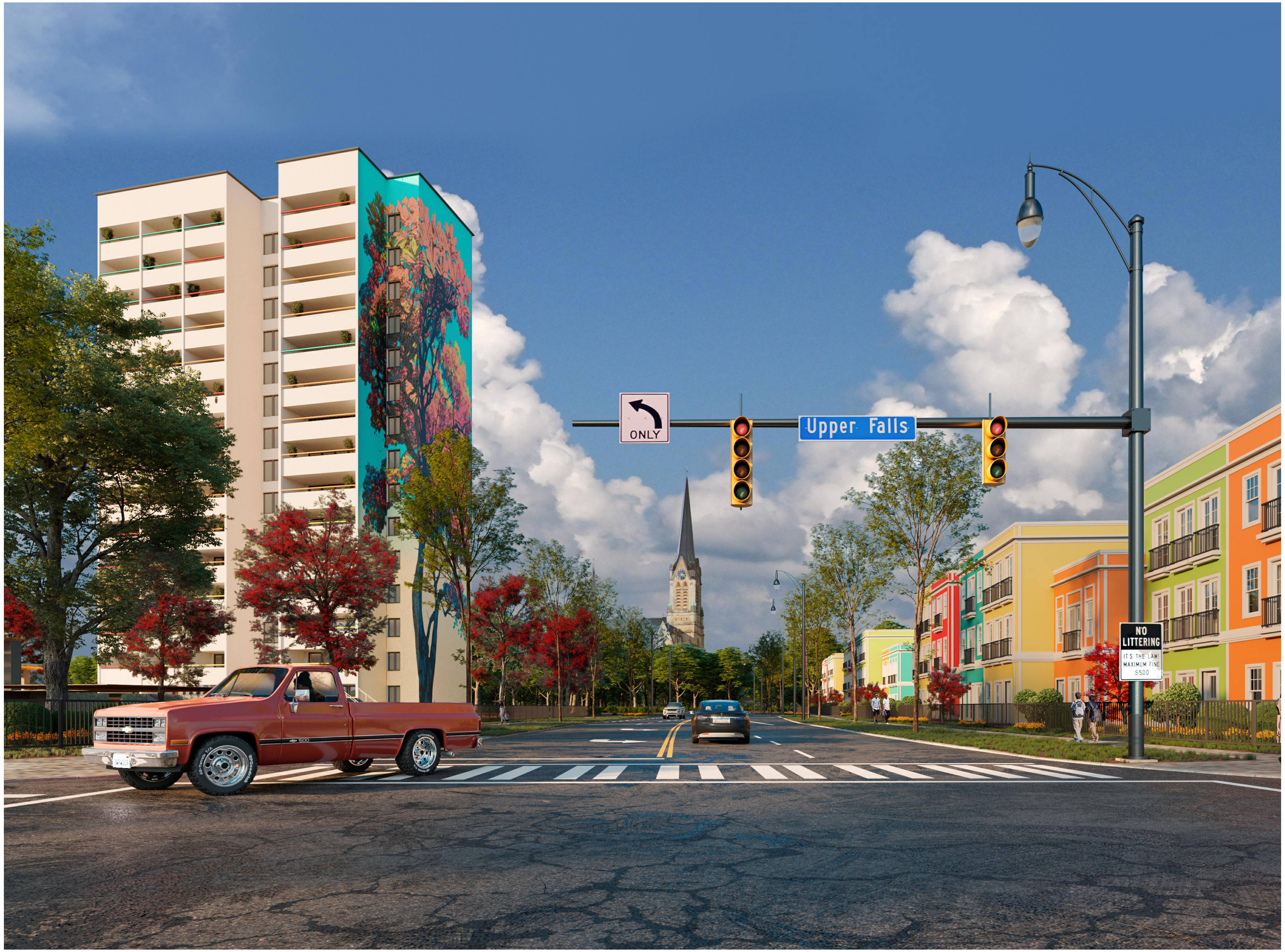
Upper Falls Blvd / N Clinton Ave /Clifford Ave

FOCUS AREA 7							
Term	#	Description	Responsible Organization	Notes	Priority	In Process	Completed
Ongoing	7-A	Code enforcement - code violations - demo unsafe buildings	City of Rochester				
	7-B	Add street trees to Upper Falls Blvd.	City of Rochester				
Short 1-3 years	7-C	Hazel Alley clean up, debris, vegetation, code enforcement	City of Rochester / Property owners				
	7-D	Alley, Site & Property Maintenance -Enclose dumpsters, improve fencing	Property Owners				
	7-E	Shade trees near game tables at Don Samuel Torres	City of Rochester				
	7-F	Bollard removal plan - create tree lawns	City of Rochester				
Medium 3-5 years	7-G	Extend El Camino Trail southwest to Running Track Bridge	City of Rochester				
	7-H	Improve fencing on private property - no chain link	Property Owners				
	7-I	Baseball fence in Samuel Torres Park inhibits other activities	City of Rochester				
	7-J	Curb repairs - reestablish tree lawn Fern Street	City of Rochester				
	7-K	Curb repairs- formal curb cuts at entrances, close unnecessary curb cuts	City of Rochester				
	7-L	Land Use / Business / Services	City of Rochester / Ibero Development Corp.				
Long 5-10 years	7-M	Residential Infill Vogler/ Almira/ Galusha Streets	City of Rochester / Ibero Development Corp.				
	7-N	Convert former Bausch & Lomb building	City of Rochester / Ibero Development Corp.				
	7-O	Connectivity - Extend Vogler Alley to Elmira or eliminate	City of Rochester				
	7-P	Remove Coke's chain link fence with barb wire - no chain link	Property Owners				
	7-Q	Improve pedestrian crossing at Upper Falls & N Clinton gateway	City of Rochester				
	7-R	Martin Street improvememts - tree island	City of Rochester				

Notes:

7

Focus Group 7: Upper Falls Blvd / N Clinton Ave / Clifford Ave



Los Flamboyanes Apartments
Location: 100 Borinquen Plaza, Rochester, NY 14605

Client: Landsman Realestate Services Inc.
Architectural, Civil, & Structural: Passero Associates
MEP: ME Engineering
Construction Manager: Christa Construction

NYS $40 million will go toward preserving Los Flamboyanes, a 153-unit Mitchell-Lama housing development in Rochester's Upper Falls neighborhood. The preservation project will keep rents affordable for households earning up to 60 percent of the area median income.

The development will meet high standards for energy efficiency and sustainability, aligning with New York's long-term climate goals. When combined with private investment, the project is expected to contribute to broader neighborhood stabilization and economic development in the city.

Overall Recommendations

This document outlines the recommendations from the 2026 design workshop and steering committee for the revitalization of the El Camino neighborhood. These recommendations, along with a review of the 2016 Vision Plan, provide a comprehensive strategy for improvement. The recommendations are organized by focus area in both graphic and spreadsheet formats.

Understanding the Recommendations

By themes established by the steering committee (refer to Guiding Principles), the recommendations are presented under the appropriate category and viewed through the lens of on-going property inventory. This document assumes that the social and economic outcomes will be monitored and tracked based on data collected in the City of Rochester Building Blocks Initiative. Refer to El Camino District analysis section.

WARNING
POISON
IVY
AREA

River overlook on St. Paul

Overgrown Vacant Lot

Debris cleaning

Infrastructure Improvement

Recommendations & Metrics

El Camino Theme | Description	Responsible Organization	Notes
Beautification (healthy living)		Create beautiful and functional places. Understand the causes of mental health issues. Understand the causes of crime and safety (lack of opportunity)
Prepare neighborhood landscape management plan	Consultant via CofR	
Debris and refuse cleaning program (garbage cans and street sweeping)		
Vegetation clearing and routine maintenance program		
Tree planting program for El Camino		Align with Urban Forestry Plan
Hardscape management (fencing and barriers)		Identify 'hostile' architecture and site features
Public Art Opportunities		
Vacant lot maintenance		
Wayfinding and signage		
Identify and track current capital improvement projects of City and County	IBERO / CDR	
North Clinton Avenue Street Improvements		
Joseph Avenue Art Walk		
El Camino Trail		North of Rt. 104
ReImagine Enforcement	City of Rochester	Traffic, Parking, Code violations
Reduce code violations and increase certificate of occupancy rates.		Reduce time to resolve violations
Recreation		
Design El Camino Trail entry points to prevent vehicular access.	Consultant via CofR	Provide illustrations of alternatives
Actively promote El Camino Trail for events and programs	CofR / Visit Rochester	Increase activity options for youth (after school, weekends, summers)
Prepare recreation master plan for El Camino neighborhood (playgrounds, active recreation, passive recreation features). Include “natural” fitness opportunities and public art.	Consultant via CofR	Monitor effects on mental health
Monitor children / families playing in the streets	Higher Ed Collaboration	
Extend El Camino Trail south connecting to Genesee Riverway Trail	City of Rocheter	
Public Safety		Monitor / assess correlation of crime rates and mental health with vacant lots and structures
Monitor and reduce overall crime rates across El Camino.	CofR / RPD	
Reduce number of vacant lots	CofR Neighborhood Dev	
Reduce vacant structures – repurpose and renovate	CofR Neighborhood Dev	
Identify and monitor half-way house locations and conditions	MC DSS	
Identify social service providers in El Camino Neighborhood	IBERO / CDR	
ReImagine Enforcement	CofR	
Reduce code violations and increase certificate of occupancy rates.		
Identify ‘hostile’ architecture and landscape features across El Camino. Prepare alternative design concepts and implement.	Consultant via CofR	Fences, Wall, Barriers
Prepare a post improvement assessment of St. Paul Street improvements; review crosswalks, sight distances, school identification signage, signal timing.	Consultant via CofR	

Recommendations & Metrics

El Camino Theme | Description	Responsible Organization	Notes
Housing Affordability		
Infill residential development of vacant lots	CofR / GRAR?	
Adaptive reuse of vacant and underutilized structures potentially for housing		
Incremental development programs for neighborhood entrepenuers		
Workforce training of residents in construction trades	MCC	
Economic Opportunity		
Increase property values and city tax base contribution		
Increase private investment		Identify systemic barriers to private investment (language, trust, red tape, etc.)
Increase job opportunities and disposable income of residents		
Identify incremental steps / actions needed to attract investment.		Reduce crime, improve social behaviors, improve residents pride in neighborhood, quality of schools, create beautiful places
Repurpose existing vacant and underutilized structures (St. Paul, Upper Falls, North Clinton, Joseph Avenue corridors)		Blighted structures are source of visual decay and crime
Identify and track vacant structurture owners (private, city, land bank, REIT, foreclosure)		Monitor ownership to assess correlation of improvements with local ownership
Infill residential development of vacant lots		
Increase ownership of local residents		
Identify incentive programs for pop-up businesses (markets, restaurants, etc)		
Identify who offers grants and low interest loans		
Identify urban agriculture opportunities across El Camino		Track increase / decrease in private investment
Monitor (annually) building permits issues. Track private investment by value stated on permit applications.	City of Rochester / Visit Rochester	
Actively promote El Camino Trail for events and programs	MCC	
Workforce training of residents in construction trades		
Innovation		
Monitor property / owners / managers scores. Increase all scores across El Camino.		
Monitor code enforcement violations. Reduce quantity and time to resolve.		
Maintain El Camino Story Maps on website	IBERO / CDR	Monitor mental health and community pride as crime is reduced and opportunity increased
Use technology to monitor and post neighborhood metrics. (if everyone knows the goals, they can help monitor and improve)		What are governing entities doing? What are the El Camino community priorities?
Team with mental health organizations to survey and monitor community pride of residents and business owners.		Survey at public schools, churches, recreation facilities, social service and health care providers.
Information sharing with City of Rochester, Monroe County, support agencies		Captial improvements; infrastructure, parks, libraries
Educate residents and business owners about 311 system		
Single point of data / information		Story maps, social services, metric updates, special events
Form an 'Implementation Committee' to monitor progress and advocate for El Camino		
El Camino branding, promotions,		

Huntington Park Improvements

Kids Play
Here DONOT
THROW NEEDES
IN YARD
STOP

Mental Health needs

OPEN
ROCHESTER
POLICE

Public Safety

Education Opportunities- School on St. Paul St

Vacant Boarded up House

Infrastructure Improvement- Gas Pipes Vents

Vacant Land Opportunities

Vacant Lot Mapping (As of 2026)

The map illustrates existing land use patterns and identifies vacant lot opportunities within the ECRA. Developed using ArcGIS and publicly available data from the City of Rochester's Building Blocks initiative, the map provides a clear overview of how land is currently utilized and where redevelopment or community-oriented interventions may be possible. Land use classifications are presented in the map legend.

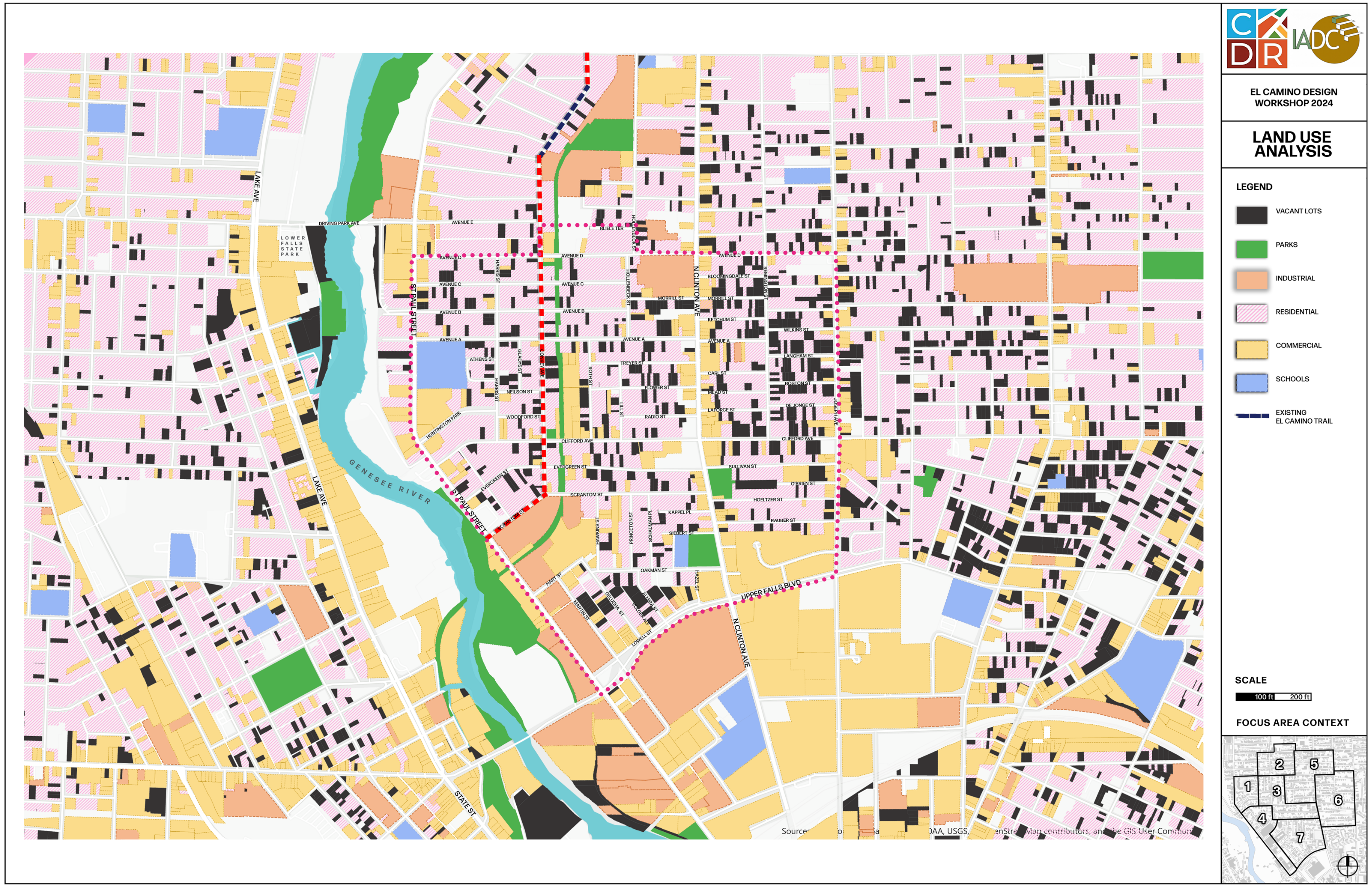
Vacant Lot Map/ Tables (As of 2026)

To help visualize the vacant properties within El Camino, tables and mapping are presented in Appendix. The tables present address, zip code, ownership, lot area, and current zoning. Addresses highlighted in green on the map are lots of 5,000 square feet or larger. This lot size complies with zoning minimum lot area requirements in the code. Properties less than 5,000 square feet require special use permits and/or variances from the city. Currently, there are 314 vacant properties in the El Camino neighborhood.

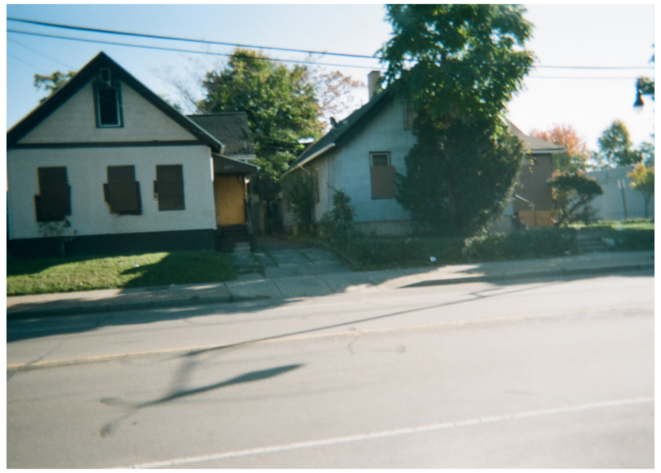
Neighborhood Improvement Illustrations (Before and After Photos)

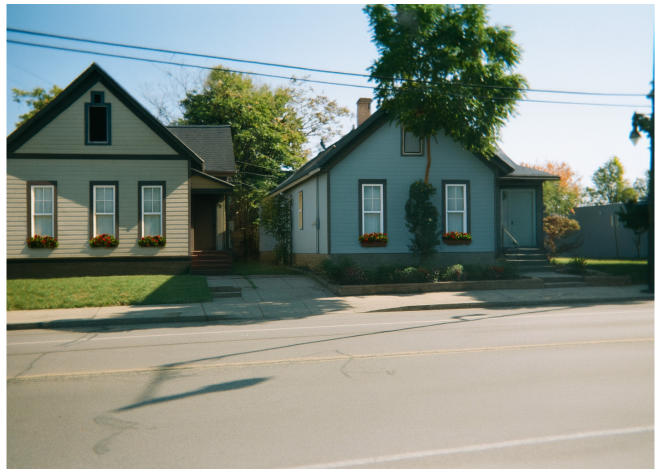
The following images illustrate potential transformation opportunities along the El Camino corridor. Each set of "before and after" renderings compares existing conditions with conceptual improvements that reflect the goals of the Revitalization Plan enhancing walkability, strengthening neighborhood identity, improving public spaces, and supporting vibrant local development.

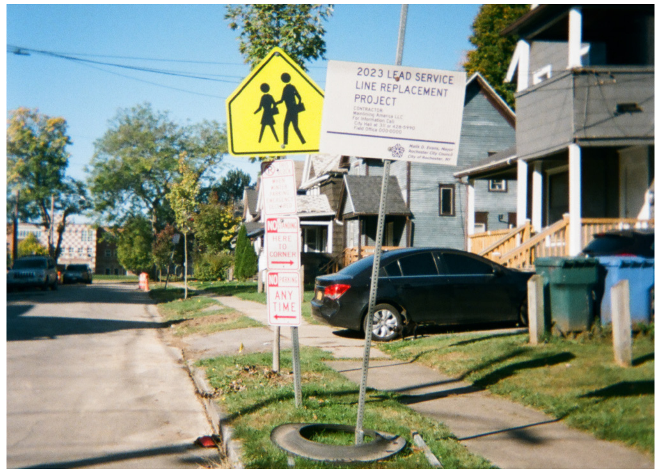
These visualizations are intended to demonstrate how thoughtful design, coordinated investment, and community priorities can reshape the corridor into a more attractive, accessible, economically active place.


CDR
IADC
EL CAMINO DESIGN WORKSHOP 2024
LAND USE ANALYSIS
LEGEND
VACANT LOTS
PARKS
INDUSTRIAL
RESIDENTIAL
COMMERCIAL
SCHOOLS
EXISTING EL CAMINO TRAIL
SCALE
100 ft
200 ft
FOCUS AREA CONTEXT
1
2
3
4
5
6
7
LAKE AVE
LOWER FALLS STATE PARK
GENESEE RIVER
ST PAUL STREET
N CLINTON AVE
UPPER FALLS BLVD
STATE ST

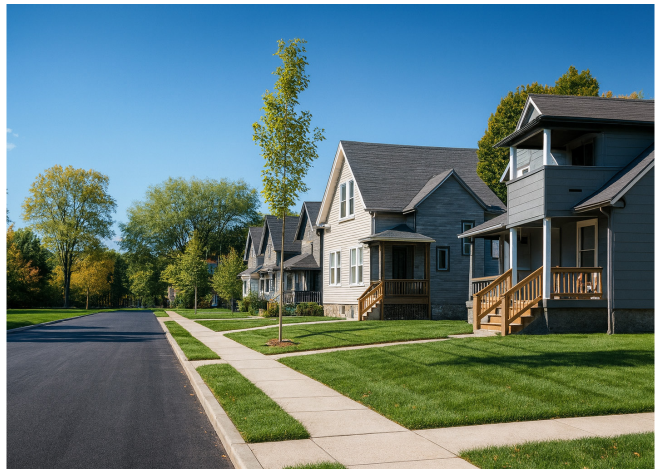
Before and After Photos

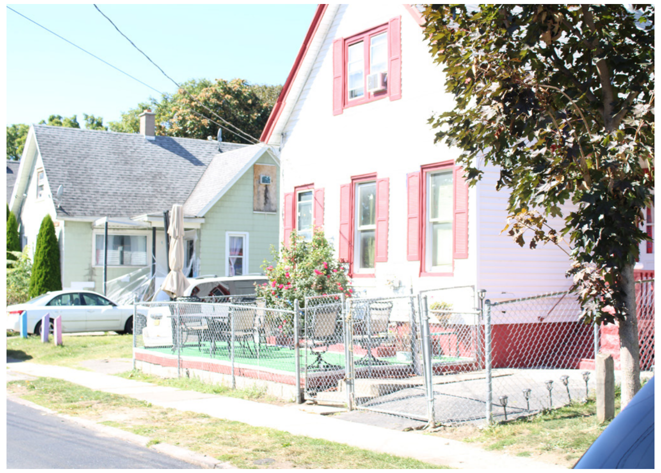

Facade Improvements (Before)

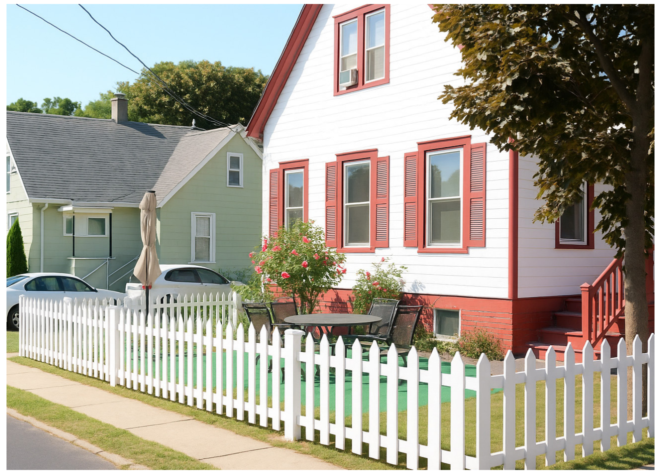

Facade Improvements (After)

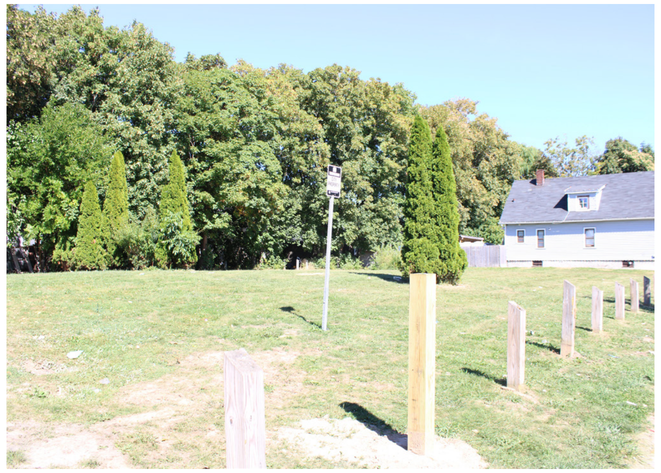


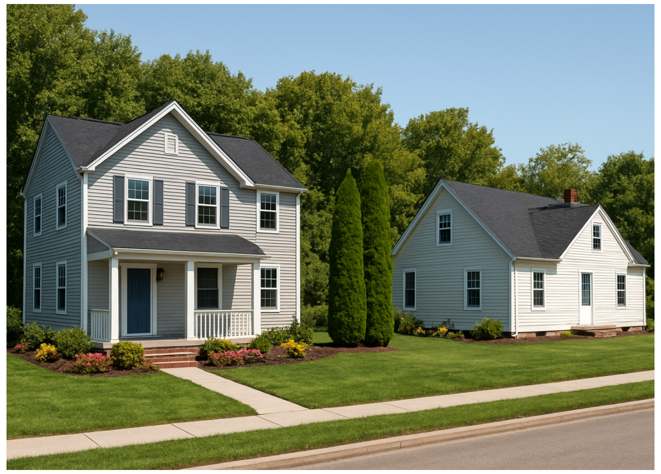
Streetscape Improvement (Before)

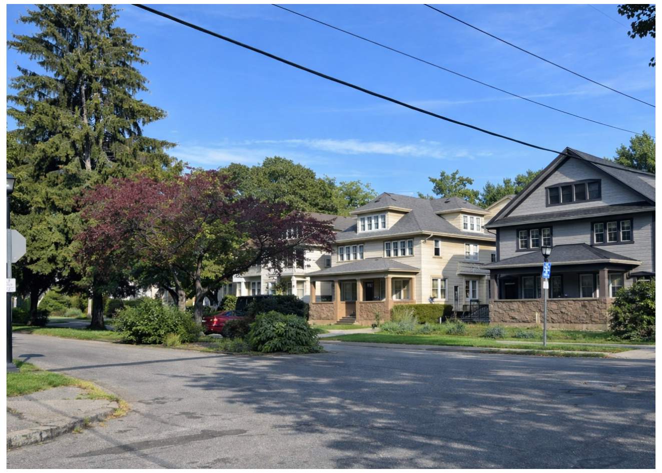

Streetscape Improvement (After)

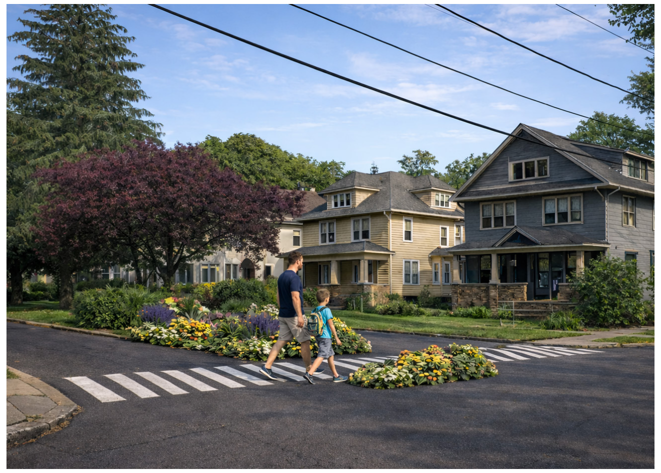

Fencing- Chain Link Removal (Before)

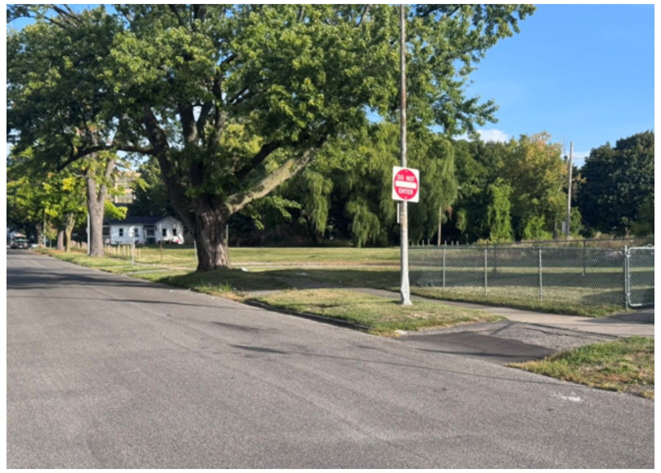

Fencing- Chain Link Removal (After)

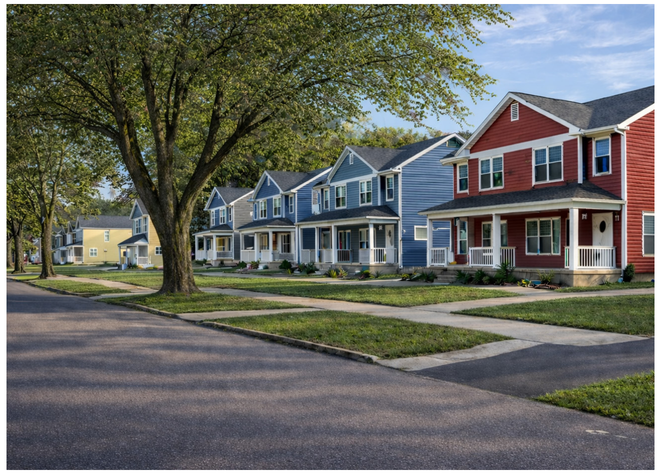

Infill Housing on Vacant Lots (Before)


Infill Housing on Vacant Lots (After)

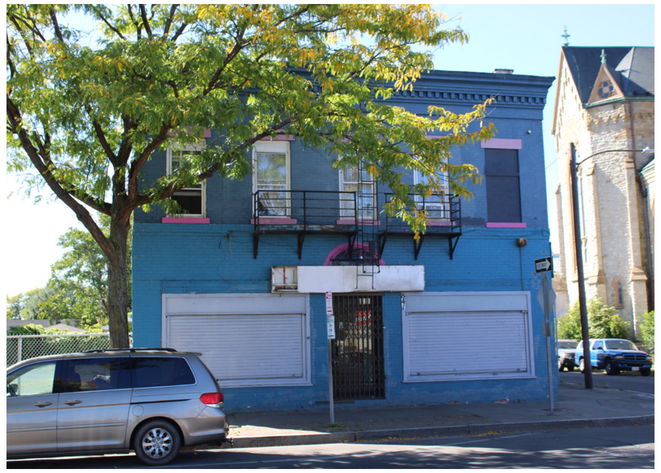

Huntington Park Mall (Before)

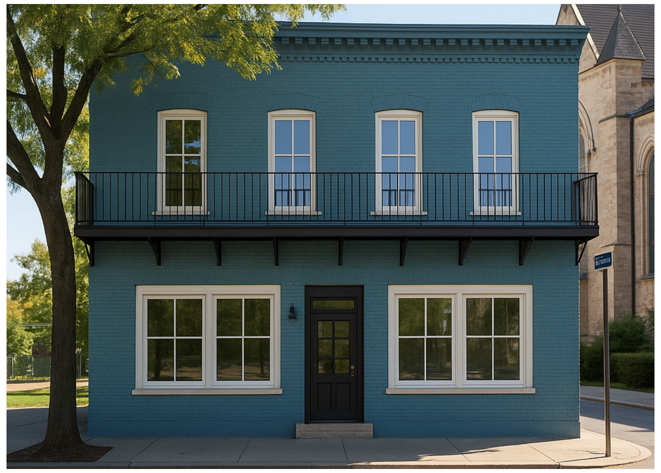

Proposed Illustration for Huntington Park Mall

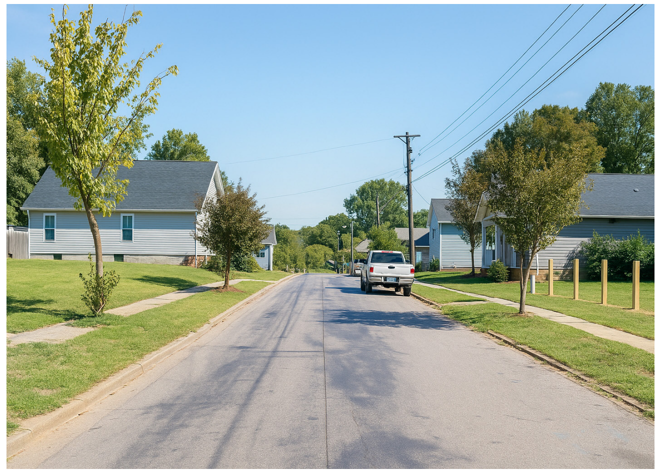

Infill Housing (Before)

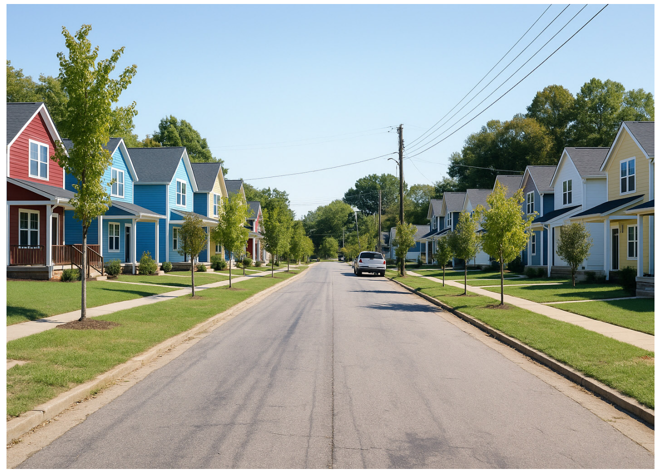

Infill Housing (After)

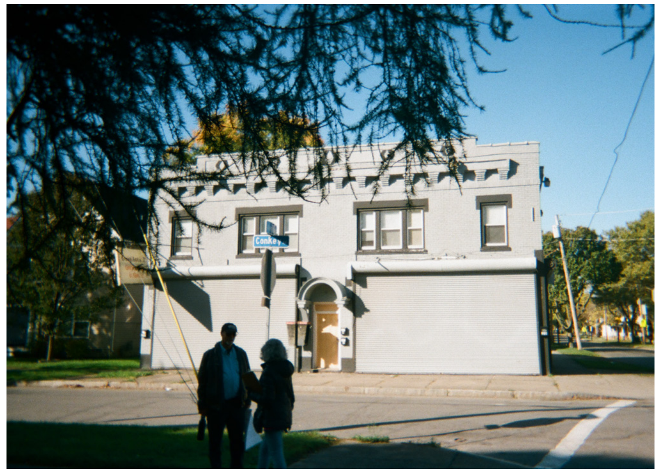
Before and After Photos

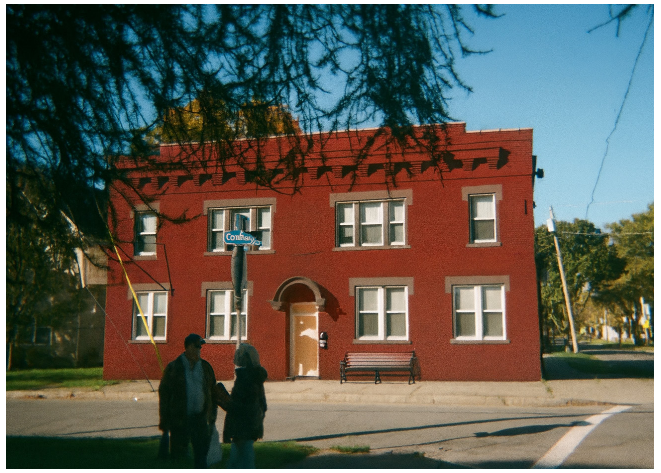

833 N. Clinton Ave (Before)

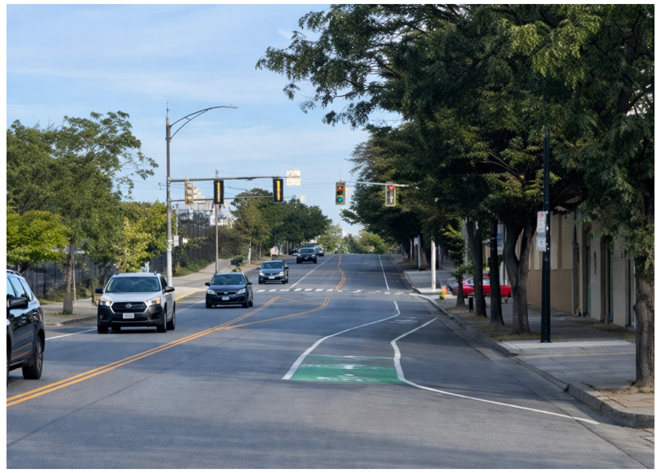

833 N. Clinton Ave (After)

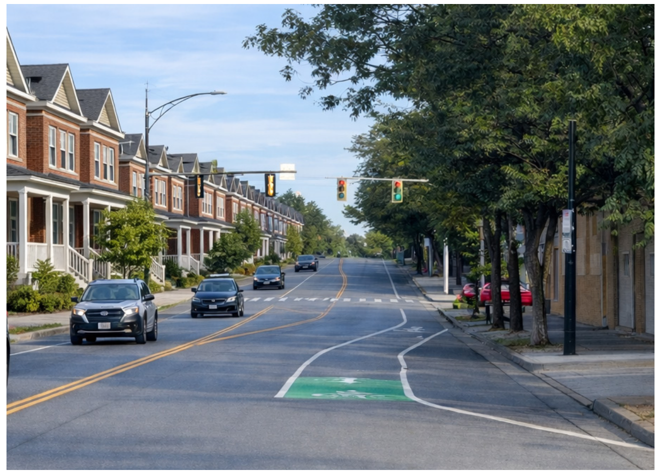

Infill Housing (Before)

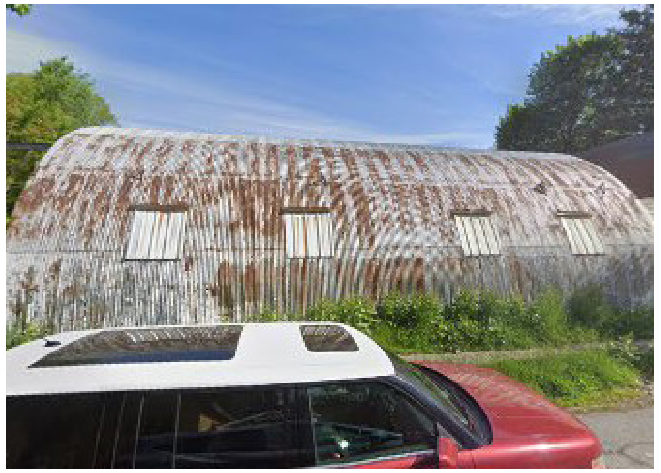

Infill Housing (After)

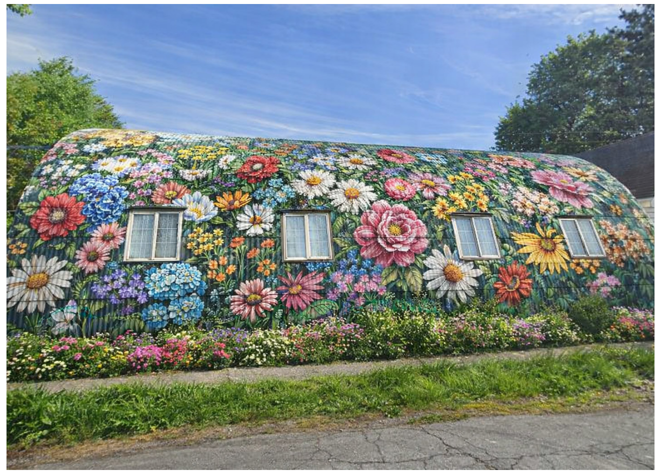

Retrofitting Commercial to Residential (Before)

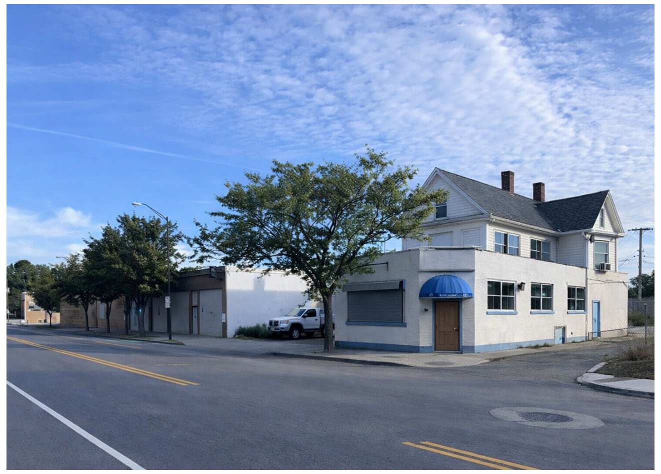

Retrofitting Commercial to Residential (After)

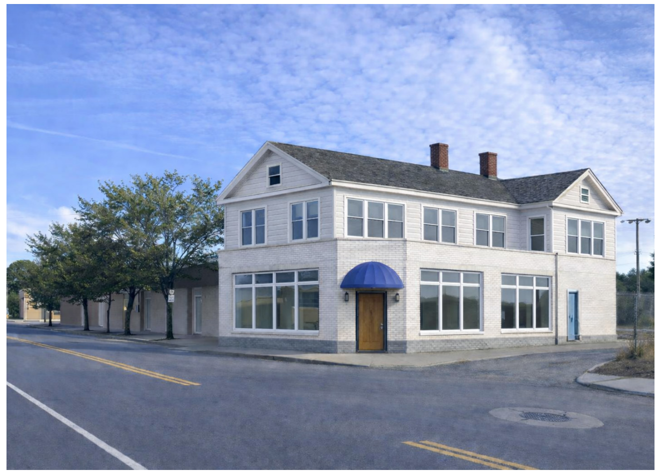

St. Paul Before Infill Housing


Proposed Illustration St. Paul After Infill Housing

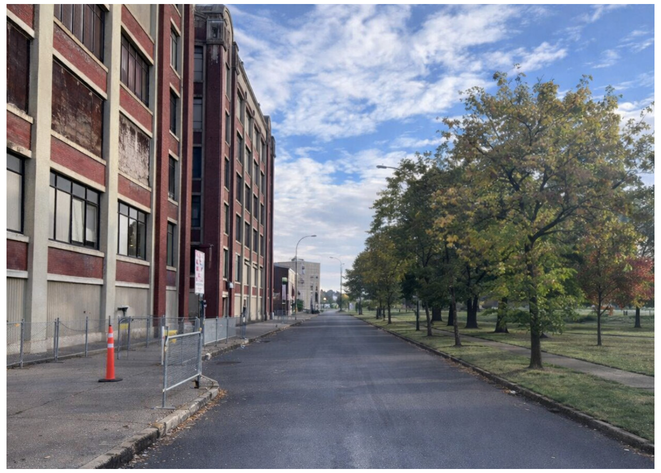

60 Evergreen Street- Quonset Hut (Before)


60 Evergreen Street- Quonset Hut (After)

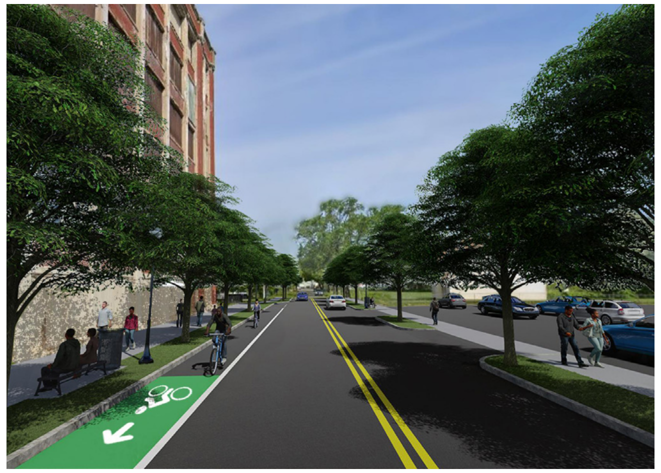

St. Paul Commercial (Before)


St. Paul Commercial (After)

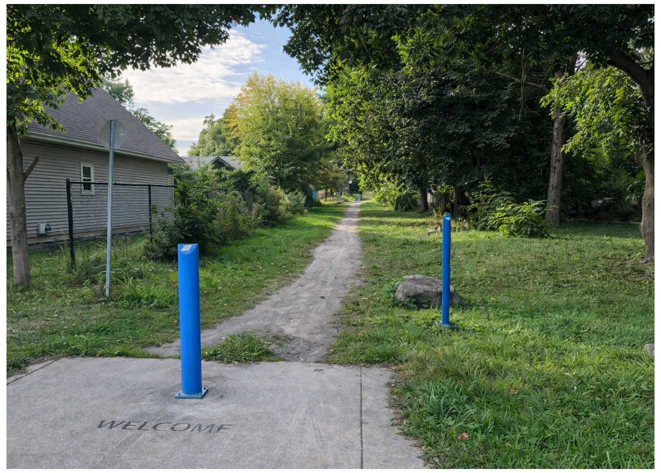
Before and After Photos



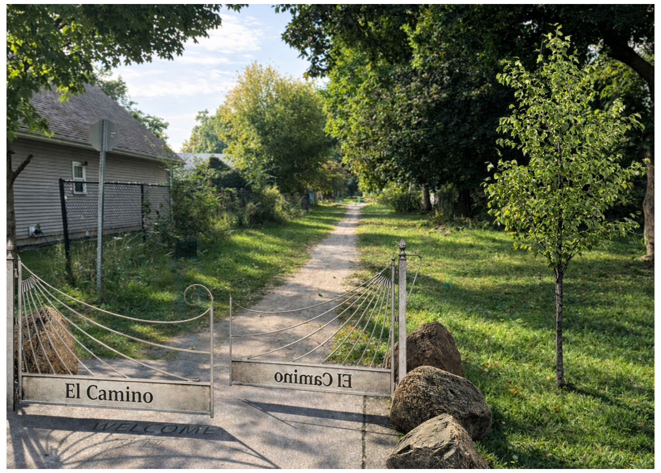
Martin Street (Before)



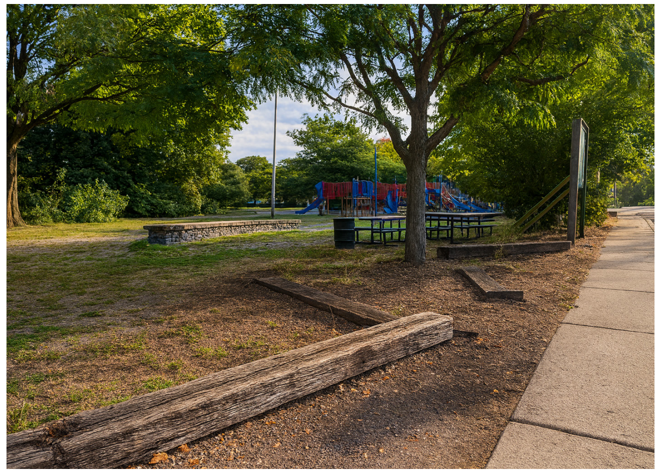
Proposed Illustration for Martin Street (After)



El Camino Trail (Before)


El Camino
El Camino

Proposed Illustration for El Camino Trail Gateways (After)



Conkey Park (Before)

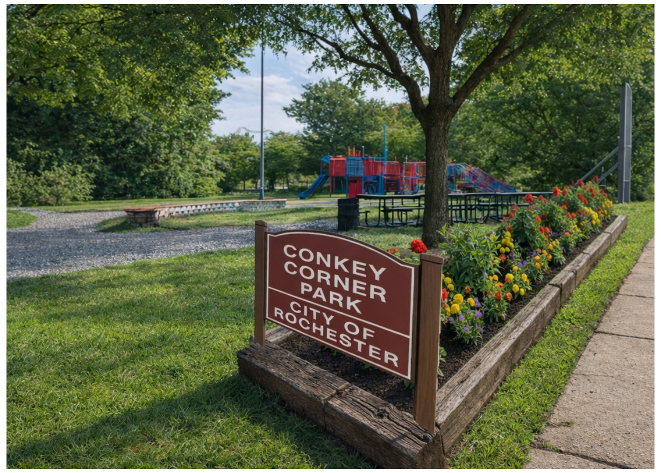
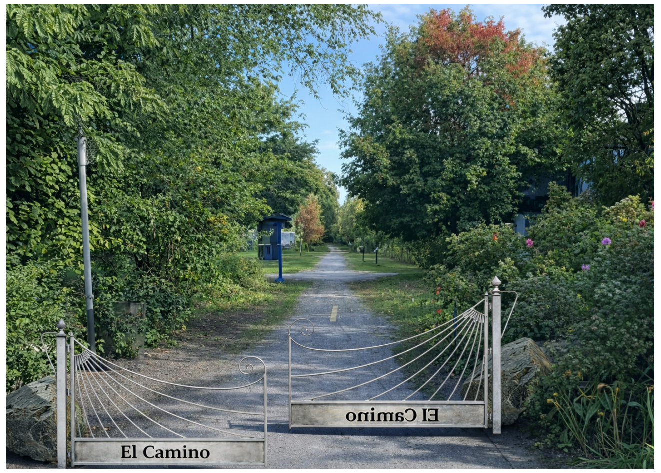
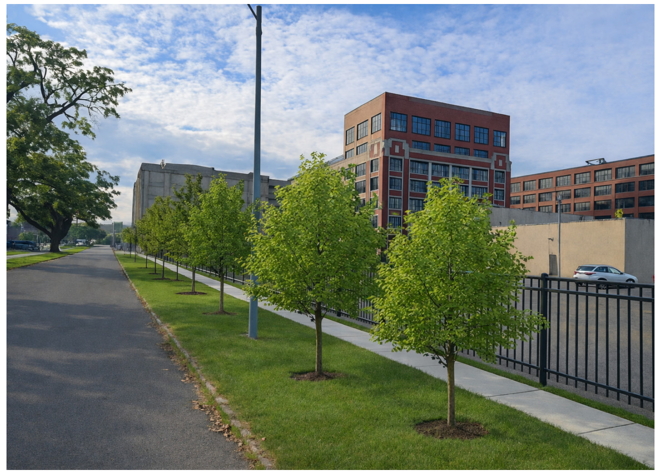

CONKEY CORNER PARK
CITY OF ROCHESTER

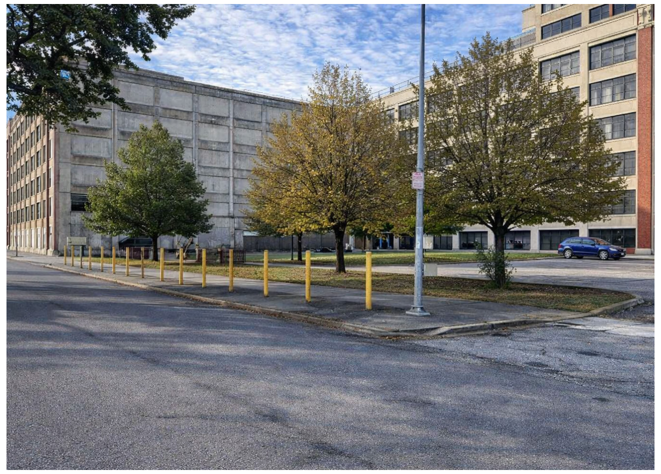
Illustration at Conkey Park (After)


El Camino
El Camino

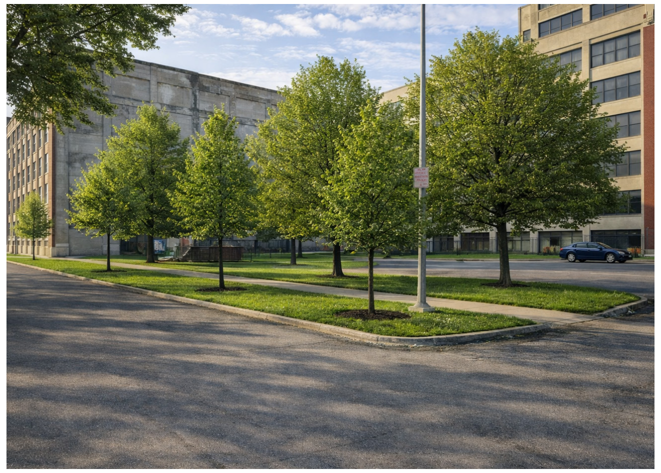
Proposed Illustration for El Camino Trail Gateways



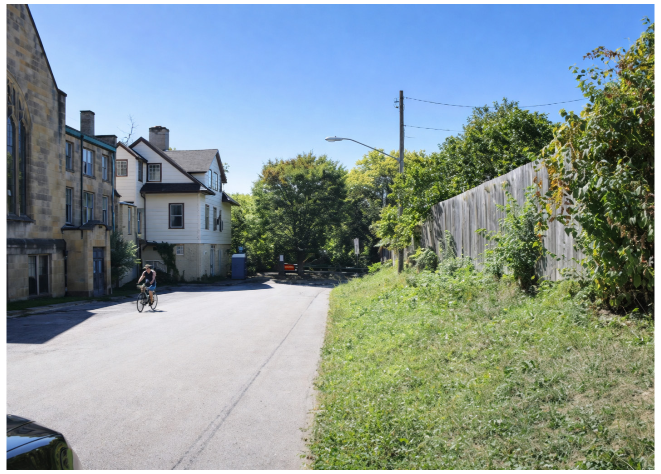
Improved fenceline Illustration at Martin St.



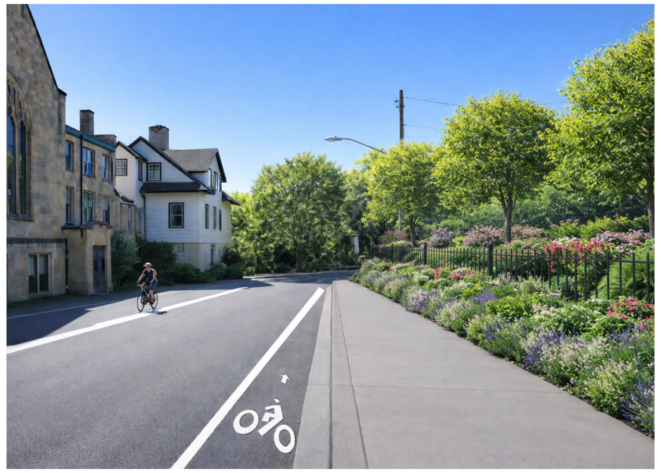
Bollards (Before)



Bollards Removal (After)



Brewer Street (Before)



Brewer Street (After)

Recreational Opportunities

Access to Neighborhood Resources

Recreational uses for vacant lots should be inclusive and serve residents of all ages and abilities. Active lots can accommodate amenities such as playgrounds, pump tracks, and community gardening spaces. Passive lots can support lower-impact activities, including yoga classes, mini book libraries, seating for reading and relaxation, and informal pathways that improve connectivity between neighborhood streets.

Picture Courtsey: Democrat & Gazette
Pocket Park in Bentonville. Pocket parks are small parks tucked away in neighborhoods that cater to pedestrians.

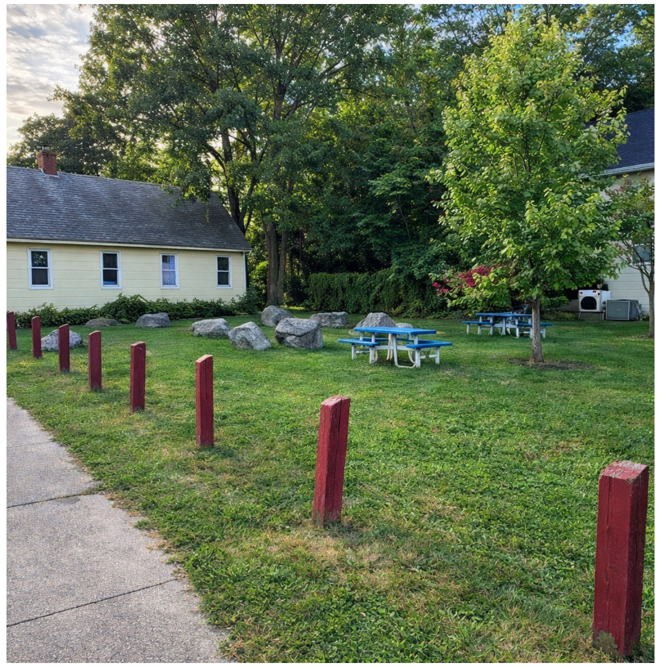
Picture Courtsey: The city of Ashville
Magnolia Park Playground Concept, Asheville, NC

Michigan Urban Farming Initiative

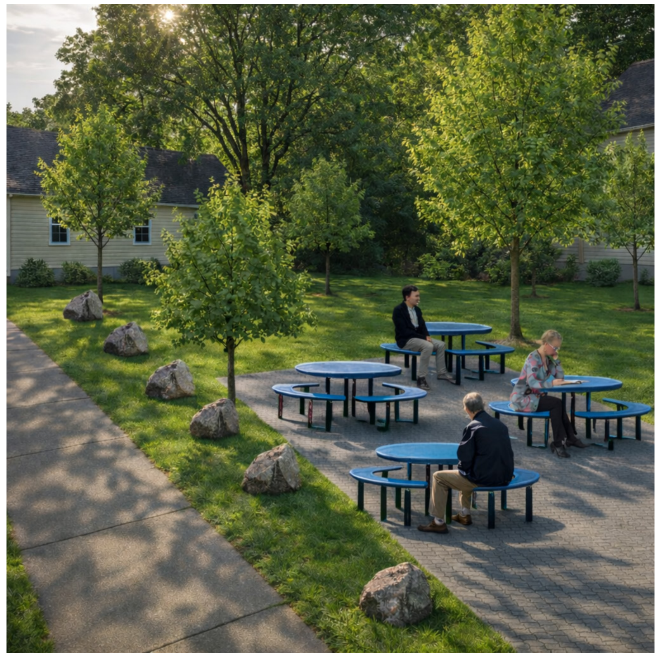
Picture Courtsey: Yes Magazine
Michigan Urban Farming Initiative
Urban Gardens and Farming, Detroit, MI

Picture Courtsey: Rocklin California
A paved bike pump track, Whitney Community Park, Leavenworth, WA

Picture Courtsey: American Planning Association, USDA Forest Service. Chicago's Large Lots Program: Transfering vacant lots to private ownership



Existing Pocket Park



Existing Pocket Park Improvement Illustration

Housing Opportunities

Access to Neighborhood Resources

The El Camino neighborhood is currently facing a significant housing shortage. Like many urban neighborhoods, the area has seen limited new construction and rising costs, which has created housing instability for long-time residents. To address these issues, this report uses data and spatial analysis to propose a strategy focused on increasing housing production and maintaining affordability.

Key Strategies for Development

The neighborhood contains over 300 vacant residential lots. While some of these lots are too small or restricted for standard construction, they offer two primary opportunities:

- Infill Housing: Utilizing city-owned land to build diverse housing types.
- Neighborhood Expansion: Subdividing undevelopable lots into neighboring properties or converting them into community green spaces.

Addressing Regulatory and Physical Constraints

To maximize the potential of the neighborhood, the vision plan update focuses on practical solutions for difficult sites:

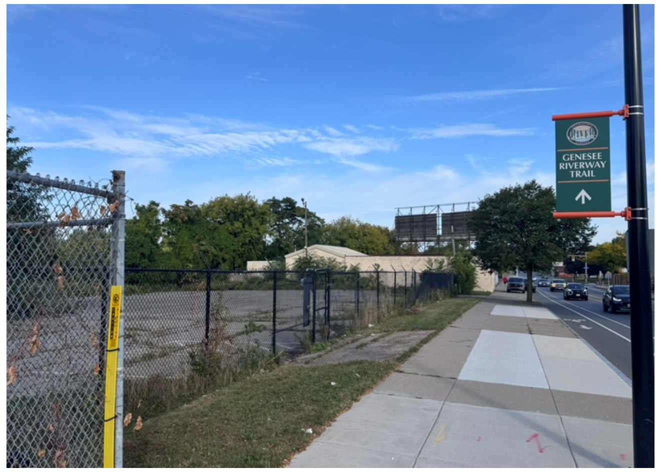
- Non-Conforming Lots: Developing specialized design solutions for lots that do not meet standard size or shape requirements.
- Adaptive Reuse: Prioritizing historic preservation by converting existing, underutilized buildings into residential units.
- Balanced Land Use: Integrating active and passive recreation spaces within residential blocks to support sustainable growth.

By combining new construction on vacant land with the preservation of existing structures, El Camino can increase its housing supply while stabilizing the neighborhood for current residents.

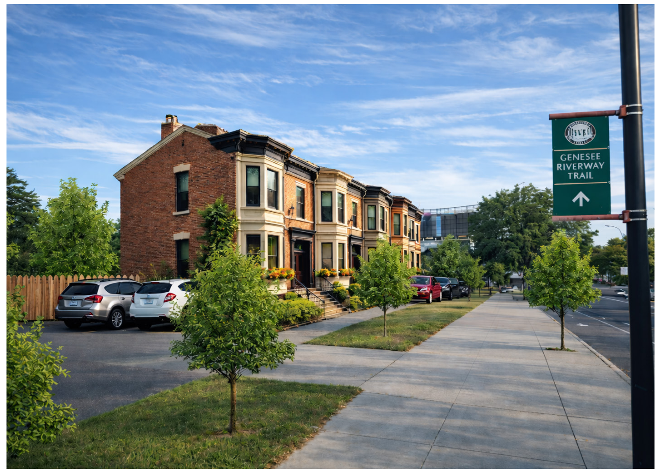
To connect long-term planning goals with on-the-ground change, this section translates policy guidance into architectural and site-based design strategies. Using El Camino's vacant lot inventory as a foundation, we examine how underutilized parcels can be reimagined based on their physical conditions and zoning constraints. Buildable lots present opportunities for a range of housing types, including single-family and multi-family, both attached and detached. Lots that are constrained by size or setback requirements may instead serve as shared open space, playgrounds, or neighborhood amenities.

This section includes El Camino vacant lot map highlighting key opportunity sites, followed by a series of housing typologies and design studies. Featured examples include a townhouse design as an example for 35 Morrill Street with a shared backyard playground, a single-family infill concept illustrating adaptable residential forms, and selected student projects from Alfred State. These academic projects explore modern infill, historic preservation, and adaptive reuse, including a tiny home prototype and a preservation-based redevelopment of 85 Avenue E.

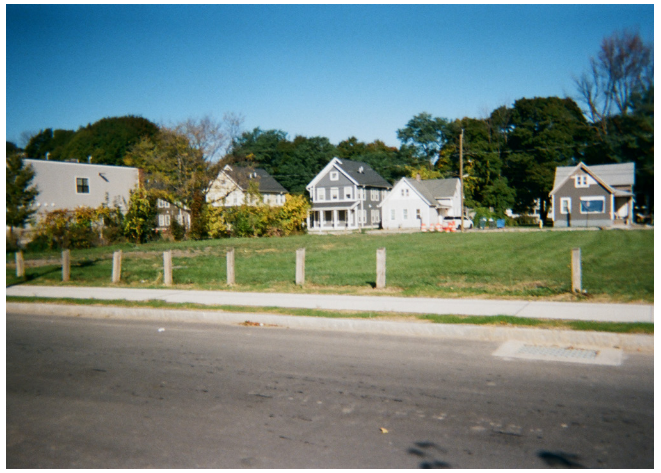
Guidance for locating these housing types is informed by the Rochester 2034 Comprehensive Plan and its Placemaking Map. El Camino encompasses multiple zoning districts ranging from low- and medium-density residential areas to flexible and boutique use zones, as well as the North Clinton transit corridor. While much of the neighborhood is currently considered minimally transit-supportive, North Clinton functions as a critical connection to downtown employment centers, complemented by the El Camino Trail linking residential areas to the Avenue D R-Center.



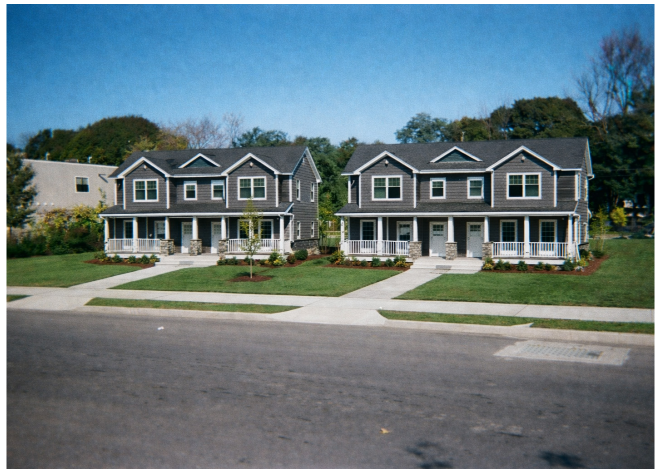
St. Paul St Multi-family Infill Housing Visualization (Before)



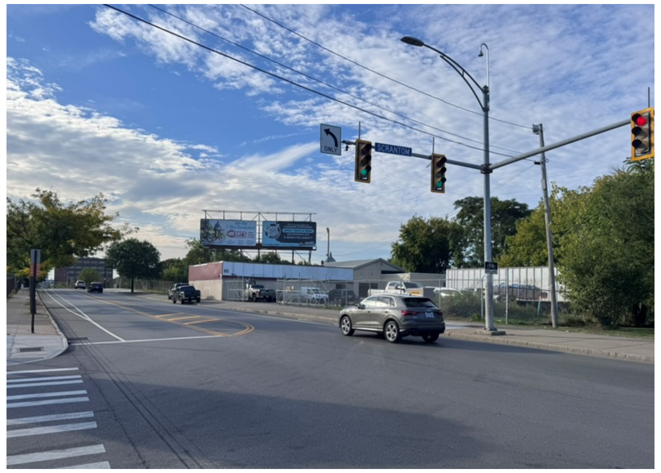
St. Paul St Multi-family Infill Housing Visualization (After)



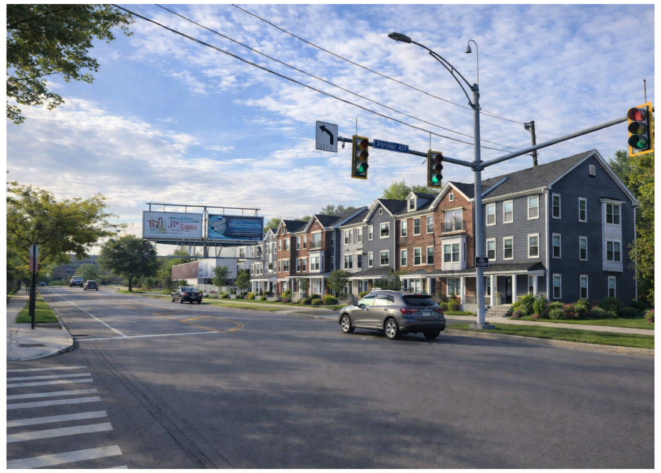
Multi-family Duplex Infill Housing Visualization (Before)



Multi-family Duplex Infill Housing Visualization (After)



St. Paul St Multi-family Infill Housing Visualization (Before)



St. Paul St Multi-family Infill Housing Visualization (After)

Housing Options:
22-24 Morril St

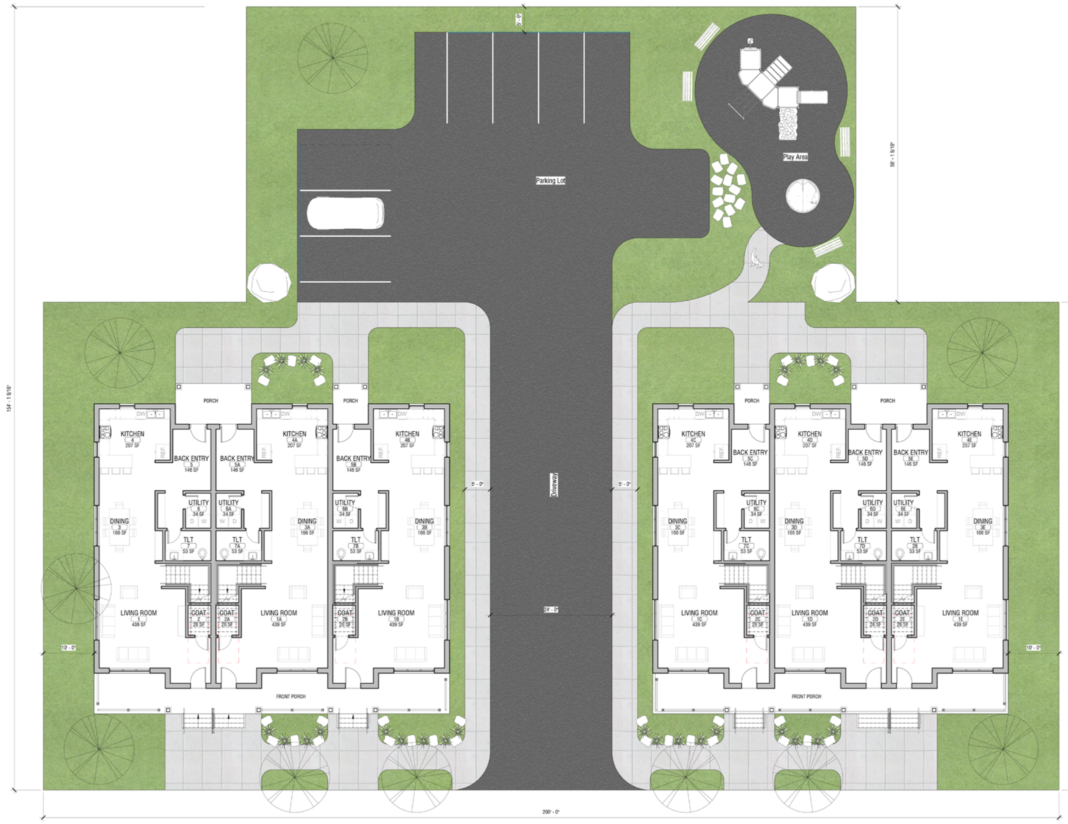
25-45 Morrill St

The vacant lot pictured here at 25-45 Morrill Street presents a unique opportunity to expand quality housing in El Camino community. This site is well-positioned to support new development that responds to community needs for affordable, accessible, and sustainable places to live.

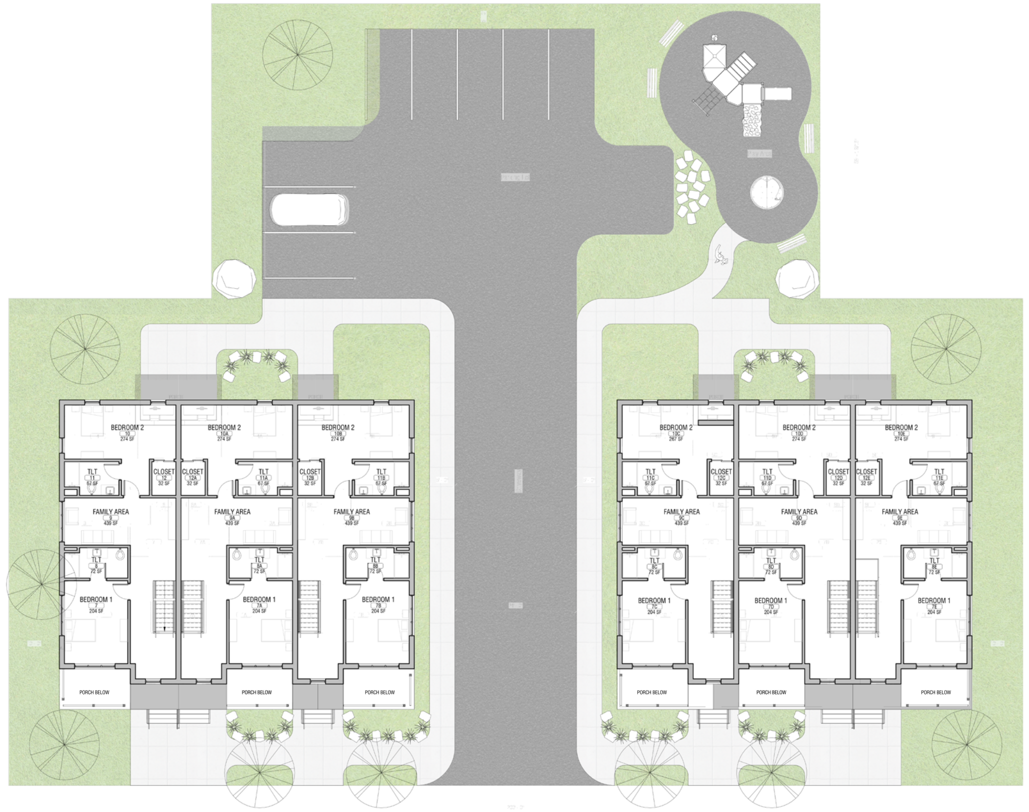
With thoughtful planning and community engagement, the redevelopment of vacant lots in El Camino can serve as a model for smart infill housing that enhances both livability and long-term neighborhood stability.

Existing Vacant Lot 25-45 Morrill St

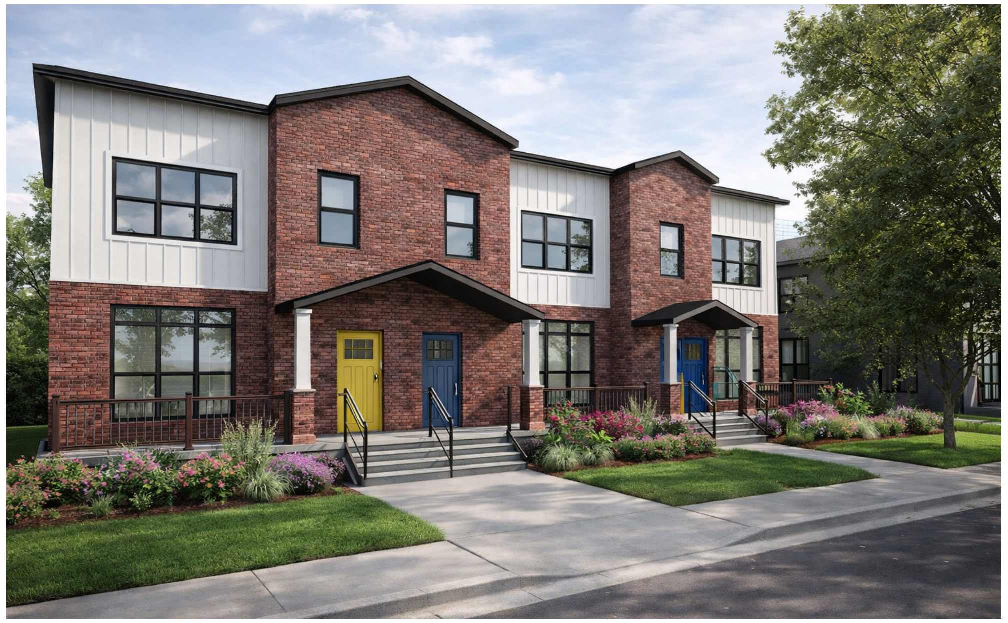
Proposed Plans & Illustrations by:
Poorva Mirashi
Architectural Designer/ Project & Research Analyst
(LaBella Associates/ CDCR)



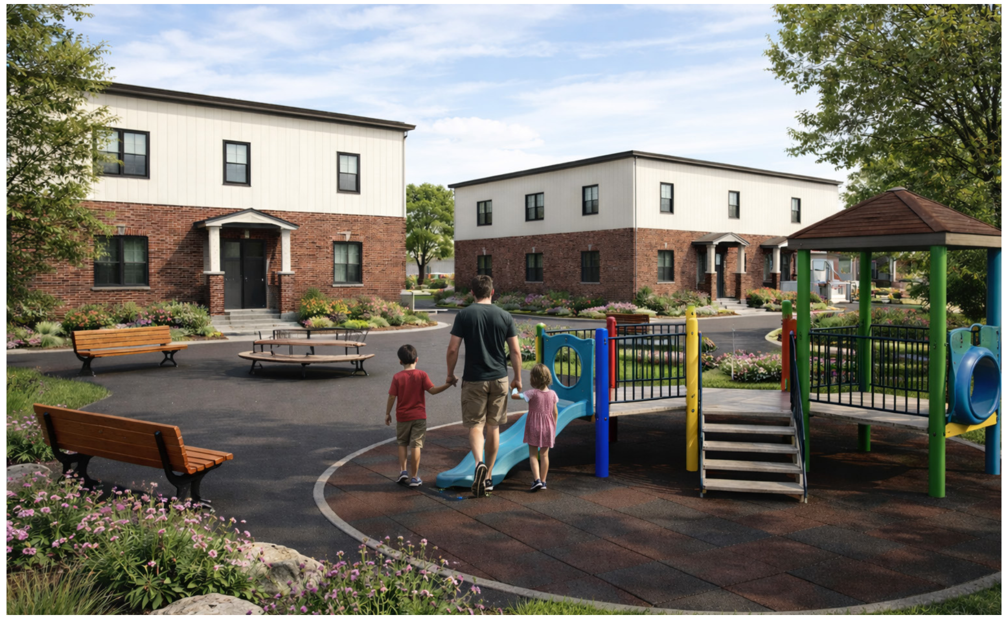
Single Family Townhouses- Proposed First Floor Plan



Single Family Townhouses- Proposed Second Floor Plan



Proposed Rendering- Front View



Proposed Rendering- Rear View

Housing Options:
SUNY Alfred Architecture Students- Tiny Home Project

Micro House Village
61-67 Almira Street: Alfred Architecture Semester Project

As part of ongoing efforts to explore innovative, community-driven housing strategies for the El Camino neighborhood, Community Design Rochester collaborated with faculty and students from Alfred State College's Architecture program on a semester-long design project focused for micro-housing prototypes for sites within the El Camino neighborhood. Their work responds to the evolving definition of "home" in contemporary life; one shaped by shifting economic conditions, changing household needs, and lessons learned during the pandemic era.

The design brief challenged students to rethink the home as a flexible, intimate, and resilient environment. No longer solely a place of shelter, today's home must also support work, wellness, recreation, and social connection. Students were asked to design micro houses under 300 square feet, conceived as sustainable, modular units capable of providing meaningful living environments for one or two residents. These small but highly intentional structures were imagined as part of a broader strategy to expand affordable housing choices in Rochester while maintaining sensitivity to neighborhood character.

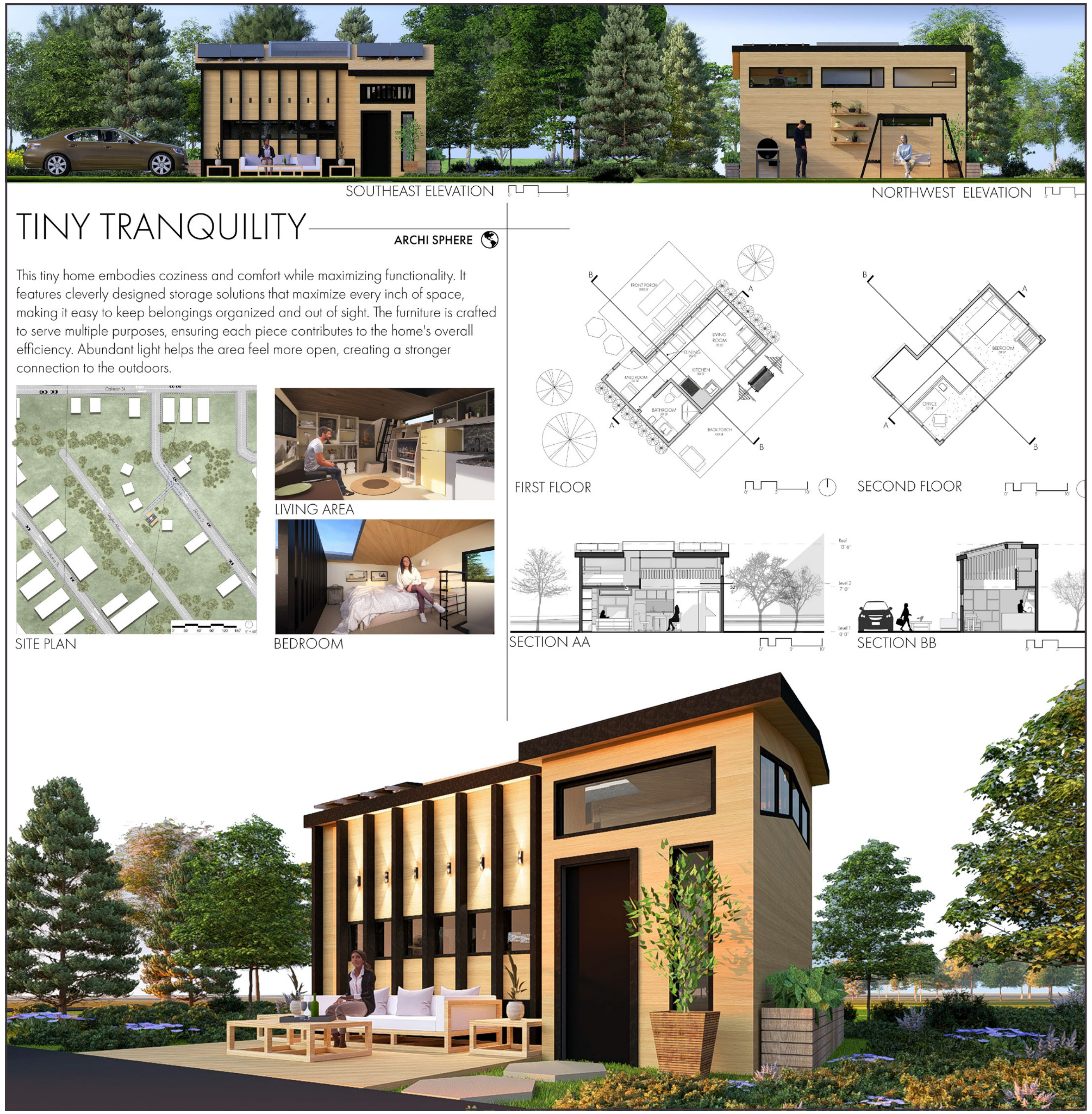
Throughout the semester, students explored how compact living can still offer dignity, comfort, and identity. Their designs incorporate multi-functional furniture, adaptable layouts, outdoor extensions of living space, and passive environmental strategies aimed at reducing energy demand. Each project considers off-site modular construction techniques and transportation constraints, promoting economical fabrication and the possibility of incremental neighborhood infill.

In addition to interior efficiency, students were asked to consider the relationship between the micro-house and its surrounding site—how small footprints can still foster meaningful outdoor space, and how individual units might contribute to the vibrancy, safety, and walkability of the El Camino area. Many proposals include porches, decks, gardens, and shared courtyards that echo the social patterns of the existing neighborhood fabric.

Client-driven design principles were central to the challenge. Students defined their own hypothetical users—ranging from couples to independent workers, artists, retirees, and multi-generational arrangements—anticipating not only immediate needs but also the evolving requirements of future residents. This human-centered approach encouraged solutions that balance affordability, sustainability, and personal expression.

Together, the studio's final proposals illustrate a diverse collection of micro-housing concepts that demonstrate how small homes can be resourceful, replicable, and deeply responsive to place. Their work expands the conversation around housing choice in El Camino and offers imaginative possibilities for how compact, sustainable living could support long-term neighborhood stability and growth.

Existing Vacant Lot- 61-67 Almira St

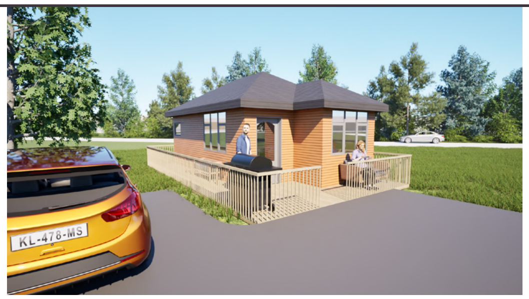


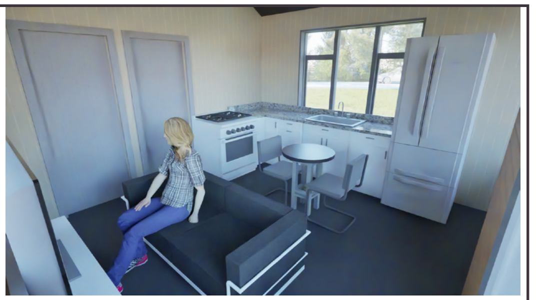
This tiny home embodies coziness and comfort while maximizing functionality. It features cleverly designed storage solutions that maximize every inch of space, making it easy to keep belongings organized and out of sight. The furniture is crafted to serve multiple purposes, ensuring each piece contributes to the home's overall efficiency. Abundant light helps the area feel more open, creating a stronger connection to the outdoors.

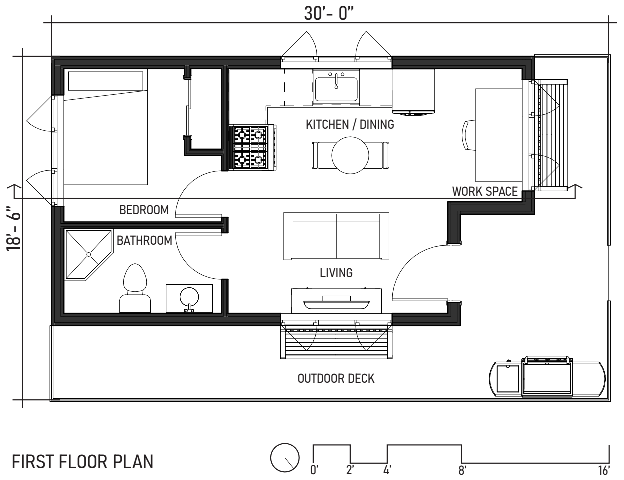
Team: Selena Fullone, Emma Kelly, Nathalia Santana Hidalgo, Lauren Neu

BREK
DESIGN BUILD

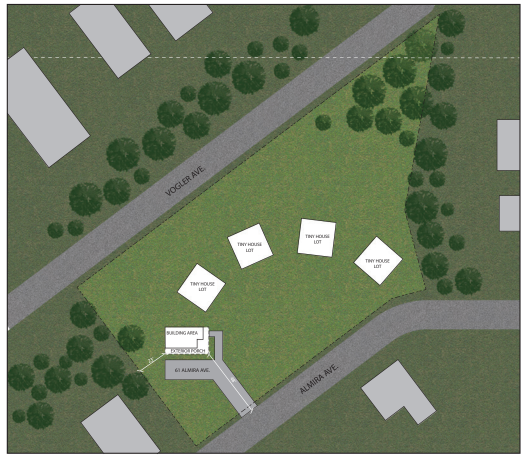
This charming tiny home at 61 Almira Ave seamlessly blends functionality with thoughtful design. Featuring light-stained wood finishes and expansive windows, it is bathed in natural light, creating an open and airy atmosphere. The exposed ceilings in the living area enhance the sense of spaciousness, making the home feel larger than its footprint. Outside, a wraparound deck invites you to unwind and enjoy the fresh air, offering the perfect spot for relaxation.



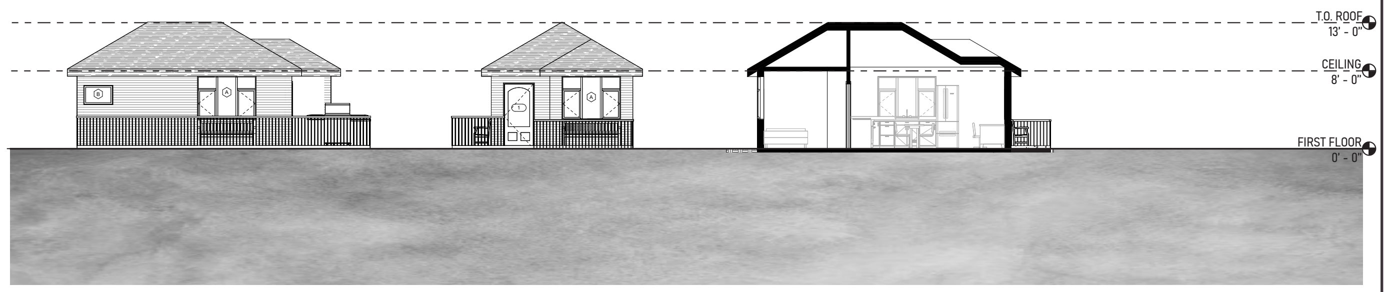



30'- 0"
18'- 6"
KITCHEN / DINING
WORK SPACE
BEDROOM
BATHROOM
LIVING
OUTDOOR DECK
0'
2'
4'
8'
16'

FIRST FLOOR PLAN


VOGLER AVE
ALMIRA AVE

SITE PLAN


T.O. ROOF
13' - 0"
CEILING
8' - 0"
FIRST FLOOR
0' - 0"
0'
2'
4'
8'
16'

NORTH ELEVATION

EAST ELEVATION

LONGITUDINAL BUILDING SECTION

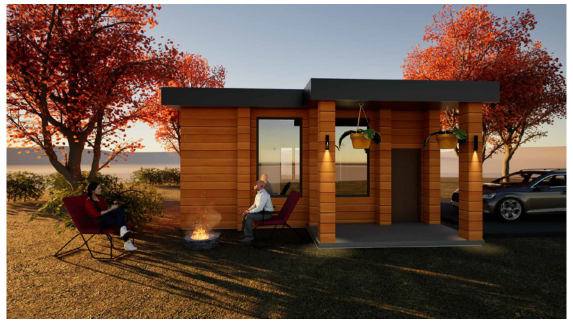
MICRO HOUSE VILLAGE
61 ALMIRA STREET, ROCHESTER, NY 14605

Team: Brianna Fagan, Jackson Eigg, Jack Komarisky

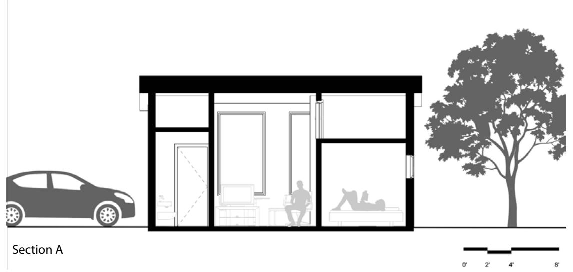
NEXT GEN BUILDERS

Located at 67 Almira Street in Rochester, New York, this tiny home seamlessly blends modern design with the surrounding environment through a thoughtful selection of materials. The cedar wood siding offers durability and enhances the home's visual appeal with its warm hues. Inside, the design prioritizes space efficiency while maintaining a strong connection to nature. By integrating expansive windows, natural light illuminates and enhances the warmth of the interior.

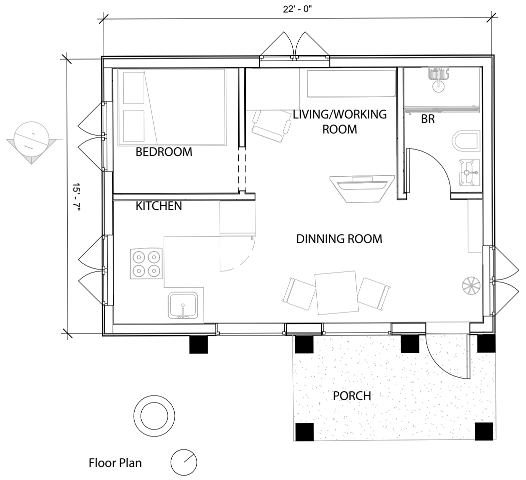
Site Plan



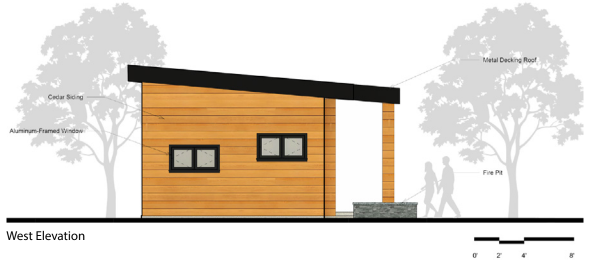
Exterior Redering showing the exterior living area



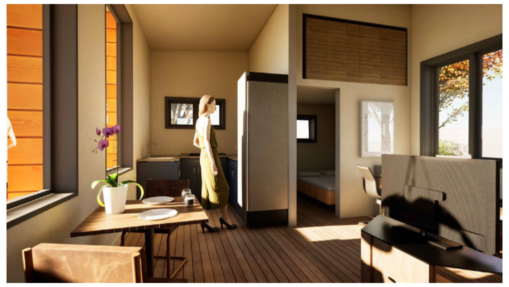
Section A


22' - 0"
15' - 7"
BEDROOM
LIVING/WORKING ROOM
BR
KITCHEN
DINNING ROOM
PORCH

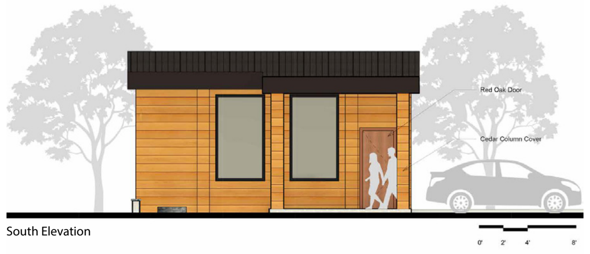
Floor Plan


Cedar Siding
Aluminum-Framed Window
Metal Decking Roof
Fire Pit
0'
2'
4'
8'

West Elevation

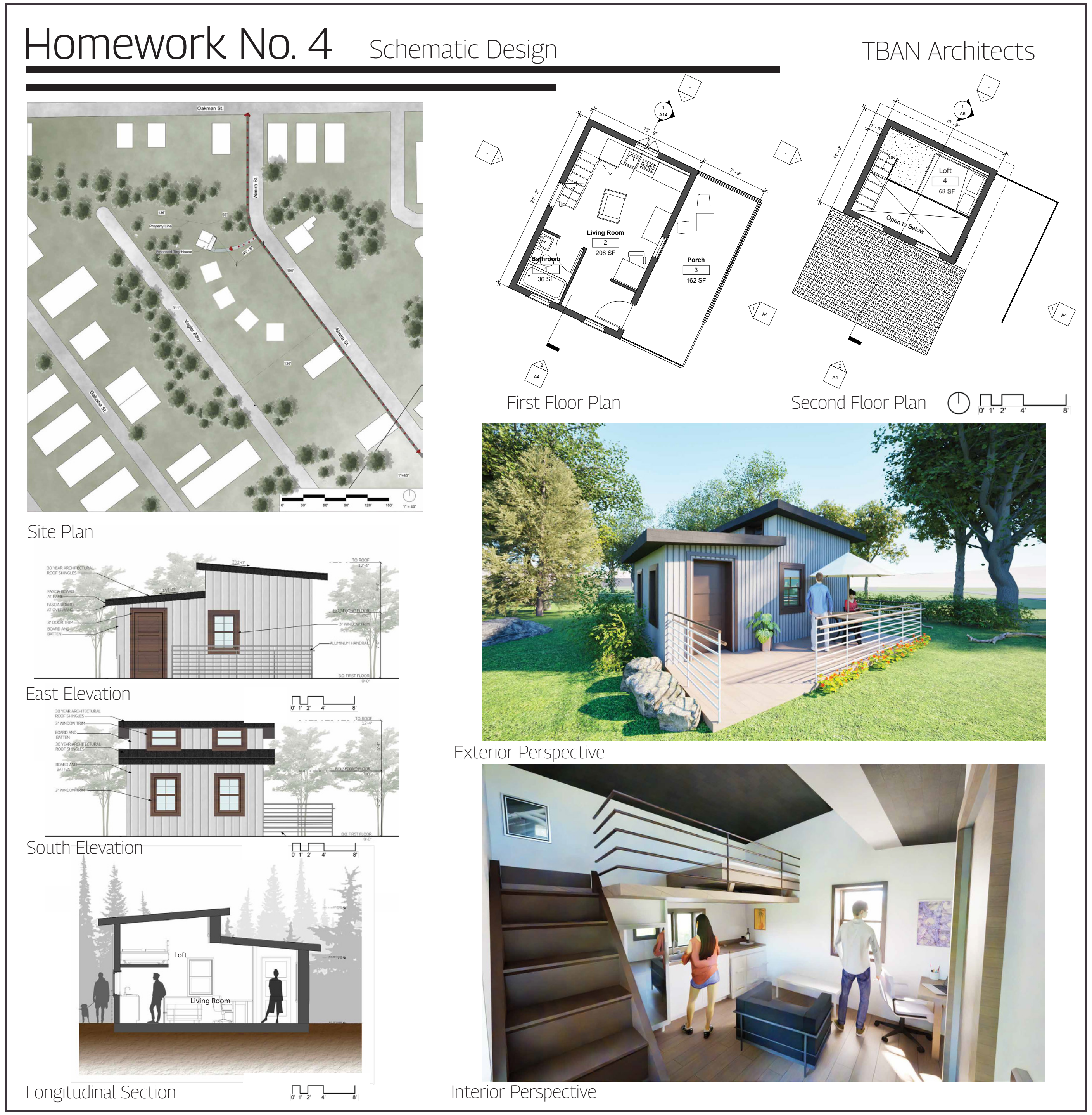


Interior rendering showing the living spaces


Red Oak Door
Cedar Column Cover
0'
2'
4'
8'

South Elevation

Team: Landy Minga , Hunter Wilson, Sarahi Diaz De La Cruz , Katherine Ordonez

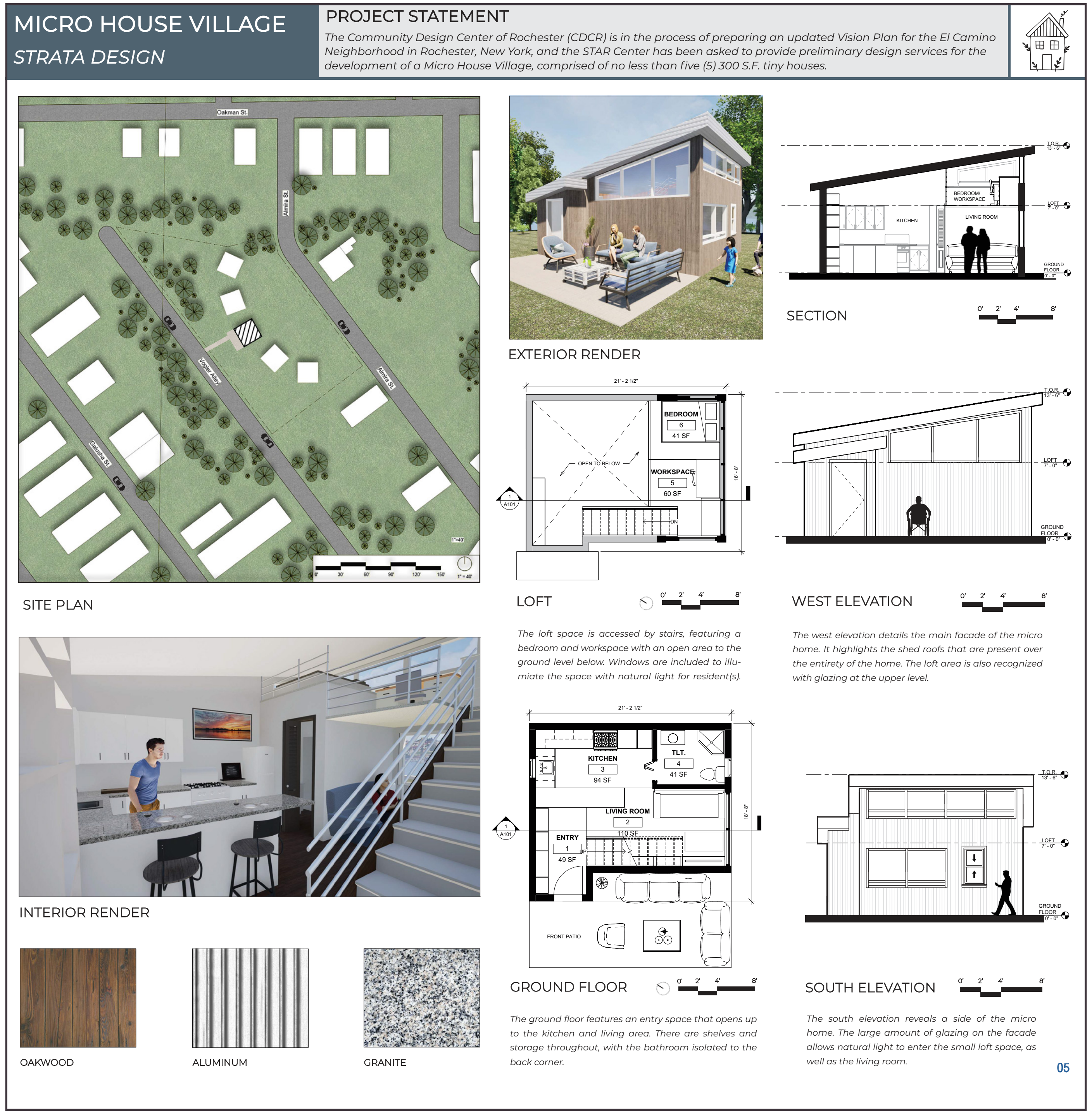


Homework No. 4 Schematic Design

TBAN Architects

Site Plan
First Floor Plan
Second Floor Plan
Living Room
Bathroom
Porch
Loft
Open to Below
East Elevation
South Elevation
Exterior Perspective
Longitudinal Section
Interior Perspective

Team: Trevor Allen, Isabelle Warfield, Ainsley Pirrota, Nicole Poche



MICRO HOUSE VILLAGE
STRATA DESIGN

PROJECT STATEMENT

The Community Design Center of Rochester (CDCR) is in the process of preparing an updated Vision Plan for the El Camino Neighborhood in Rochester, New York, and the STAR Center has been asked to provide preliminary design services for the development of a Micro House Village, comprised of no less than five (5) 300 S.F. tiny houses.

SITE PLAN
EXTERIOR RENDER
SECTION
INTERIOR RENDER
OAKWOOD
ALUMINUM
GRANITE

LOFT

The loft space is accessed by stairs, featuring a bedroom and workspace with an open area to the ground level below. Windows are included to illumiate the space with natural light for resident(s).

WEST ELEVATION

The west elevation details the main facade of the micro home. It highlights the shed roofs that are present over the entirety of the home. The loft area is also recognized with glazing at the upper level.

GROUND FLOOR

The ground floor features an entry space that opens up to the kitchen and living area. There are shelves and storage throughout, with the bathroom isolated to the back corner.

SOUTH ELEVATION

The south elevation reveals a side of the micro home. The large amount of glazing on the facade allows natural light to enter the small loft space, as well as the living room.

KITCHEN
TLT.
LIVING ROOM
ENTRY
FRONT PATIO
BEDROOM
WORKSPACE
05

Team: Angelenia Dennis, Eli Dunn, Olivia Ekstrom, Kaylee Griffith, Nicole Youngberg

Housing Options:
SUNY Alfred Architecture Students- 85 E Avenue

Historic Preservation
85 E Avenue: Alfred Architecture Semester Project

Community Design Rochester (CDR) partnered with Alfred State College's Architecture faculty and students together with Ibero-American Development Corporation to complete another semester-long studio focused on the historic structure at 85 Avenue E and the vacant parcels that surround it. The collaboration asked students to document, evaluate, and re-activate this heritage asset while proposing a welcoming, community-serving program that advances the 2026 El Camino Vision Plan.

The studio began with a site survey and documentation- site history, archival research, photography, measured drawings, zoning and code analysis, and a conditions assessment. Students engaged National Register of Historic Places resources, NYS CRIS, and the Secretary of the Interior's Standards, applying SHPO/NPS methods to define character-defining features and to test appropriate preservation treatments. Because Rehabilitation is the only treatment that allows compatible alteration/additions, teams used it to guide all interventions, balancing the retention of historic fabric with new community uses and accessibility.

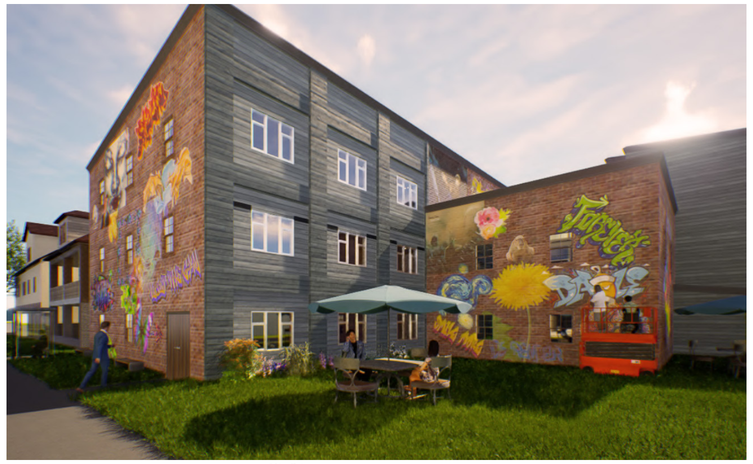
Building on this foundation, students developed a sitewide scheme anchored by the El Camino West Welcome Center (~8,000 SF) within or adjacent to the historic structure. Programs include a small café, rotating art gallery, satellite library, package pick-up, toilet and shower rooms, flexible community rooms (small/medium/large), commercial office space for supportive services, building mechanical and storage, outdoor public space, and parking per code. Complementing the civic program, teams planned ~25,000 SF of multi-family affordable housing distributed across context-sensitive building types (e.g., apartments, townhomes, duplexes, rowhouses). Unit mixes target neighborhood needs—studios, 2-bed, and 3-bed homes—with shared laundry, fitness, community room, additional storage, mechanical, and optional ground-floor retail, ensuring a lively street edge and eyes-on-the-street.

Design proposals emphasize compatibility and continuity rehabilitating 85 Avenue E's character while introducing high-quality, constructible additions and infill. Students explored envelope repair and window/door restoration, masonry cleaning and repointing, reversible connections for additions, and accessible entries. At the urban scale, concepts stitch the site back into the neighborhood through porches, stoops, shade trees, lighting, wayfinding, and public open space, aligning with walkability and safety goals along the El Camino corridor.

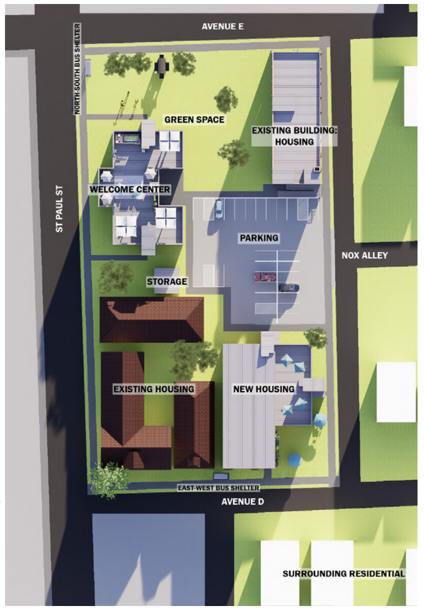
SUNY Alred Site Visit

85 Avenue E Final Design

Bobby Feller



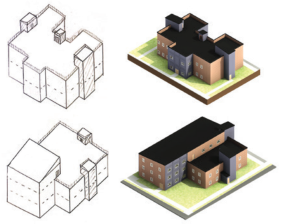
NEW HOUSING EXTERIOR



SITE PLAN

CONCEPT STATEMENT

A welcome center and affordable housing were designed on the site with 85 Avenue E. Both proposed buildings utilize a brick exterior with extrusions and enclosed stair towers with painted shiplap cladding similar to the surrounding residences, which allow the encouraged street art on the brick sections to visually pop out to the nearby recreational areas.



INITIAL AND FINAL MASSING

SITE HISTORY

- Home to many nationalities and immigrant populations, area grew from opportunities in area.
- Currently: 48% of El Camino residents live in poverty - lack of employment opportunities, lack of transportation, and lack of housing.
- Community gardens, beautification projects, enhance public spaces, outdoor recreation access, art projects along trail.

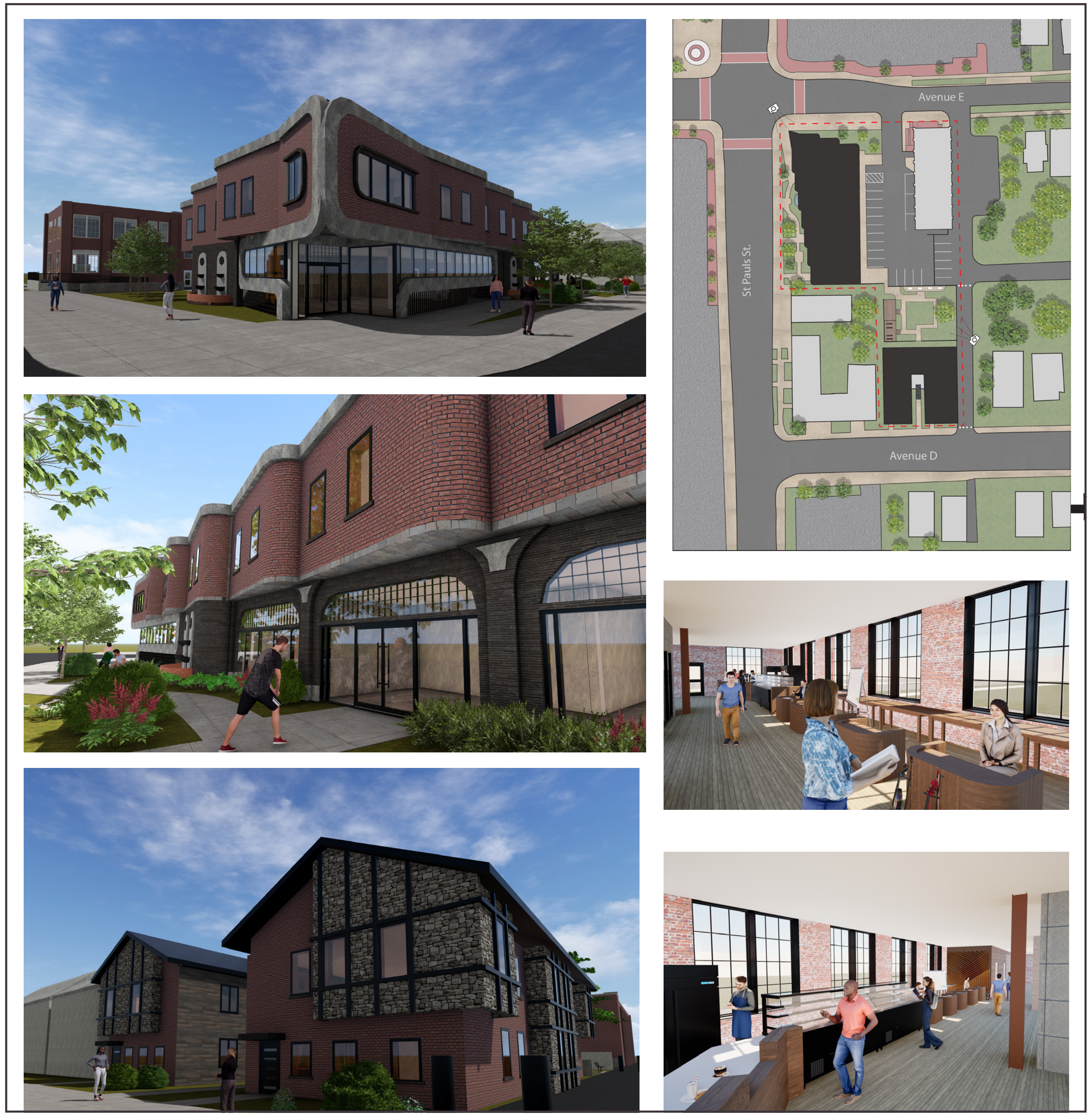
NEW HOUSING BASEMENT INTERIOR

WELCOME CENTER FIRST FLOOR INTERIOR

WELCOME CENTER ROOF

WELCOME CENTER EXTERIOR

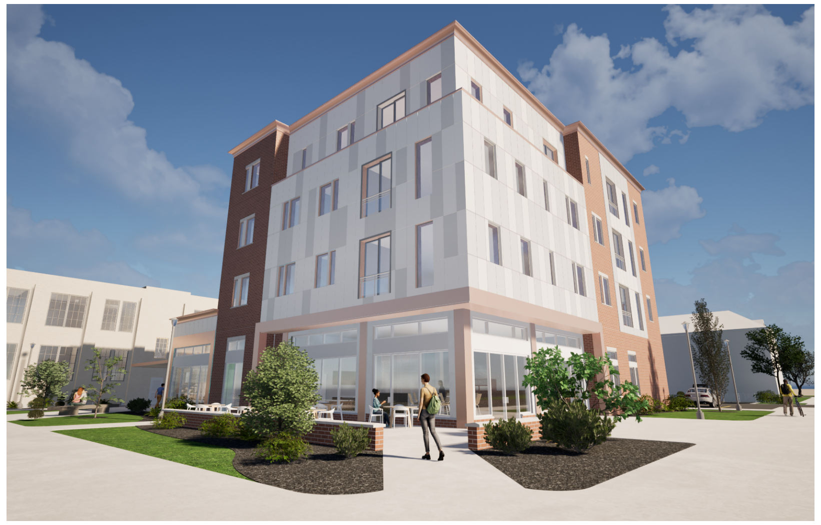
Project By: Bobby Feller

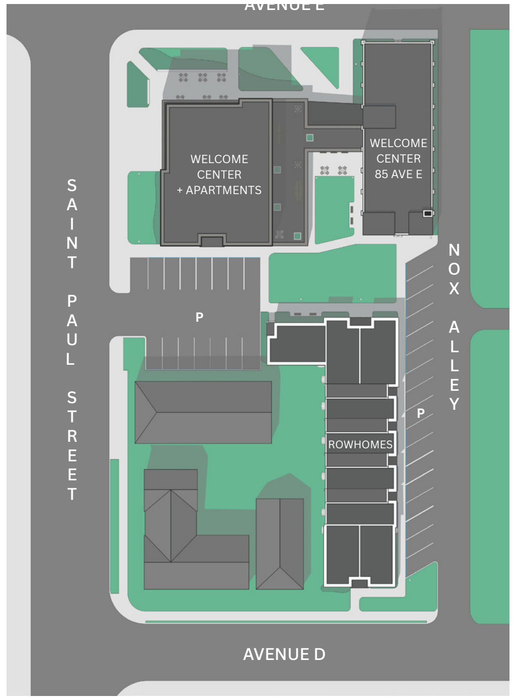

Avenue E
St Pauls St.
Avenue D

Project By: Zion Threats

El Camino West Welcome Center

85 Avenue E Rochester, NY




AVENUE E
SAINT PAUL STREET
WELCOME CENTER + APARTMENTS
WELCOME CENTER 85 AVE E
P
P
P
ROWHOMES
NOX ALLEY
AVENUE D

Welcome Center & Apartments - Corner of Ave E. & Saint Paul Street

Welcome Center Lobby and Building Connection

Project By: Riley McCarthy

El Camino Data Analysis

Data Sources and Methodology Overview

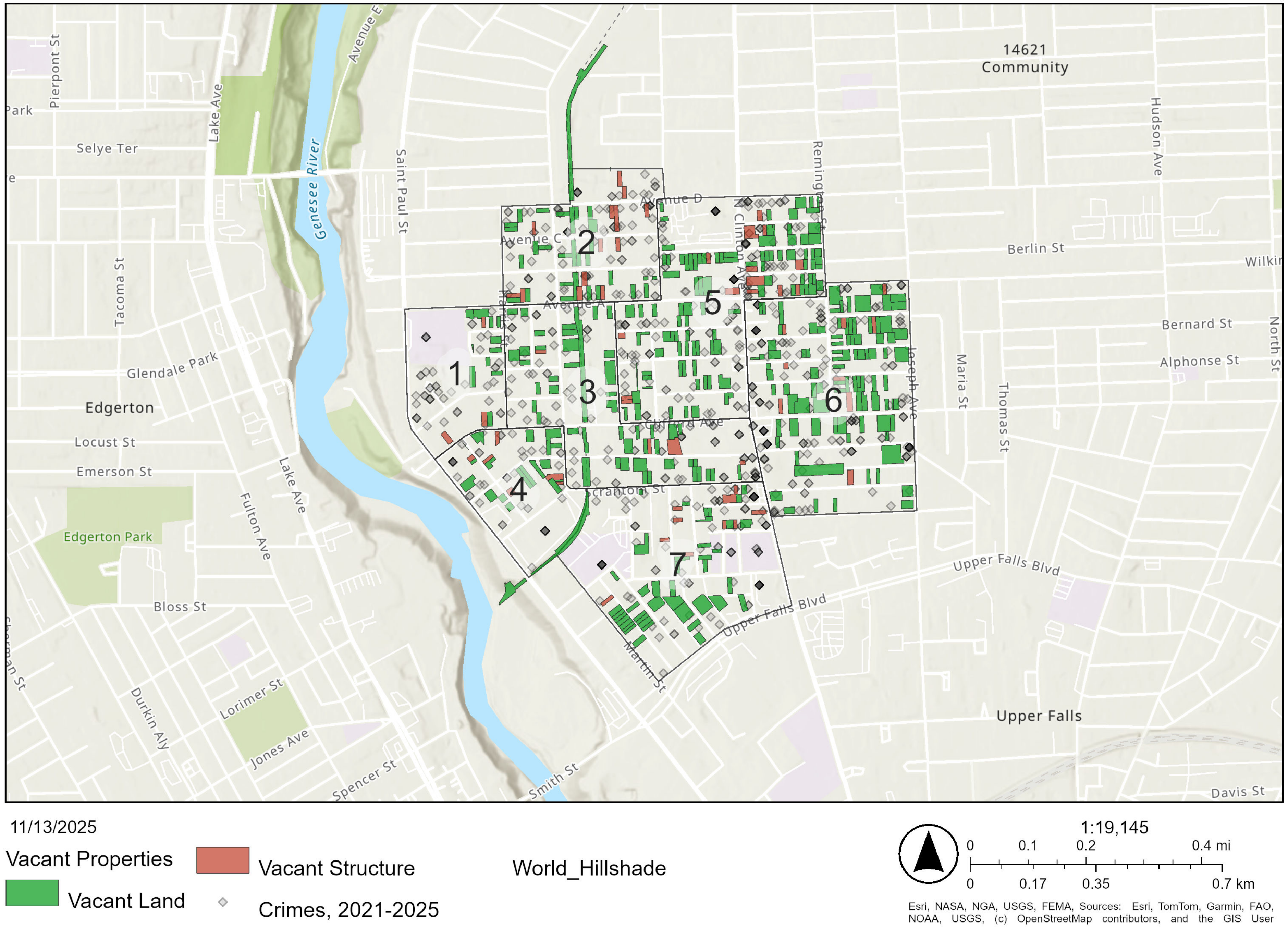
The following maps, charts, and analyses were developed using ESRI ArcGIS and publicly available data from the City of Rochester's Building Blocks initiative. These graphics/ diagrams are intended to support neighborhood-level planning by establishing baseline conditions, identifying trends, and providing measurable benchmarks for evaluating future progress in the El Camino area.

Key metrics include vacant properties/structures, housing units, property conditions, code enforcement activity, building permits, transit access, crime, and access to neighborhood resources. Data were spatially isolated to the El Camino focus group boundaries to allow for accurate comparison with citywide conditions. Tracking these indicators over time helps measure change, assess investment patterns, and evaluate the effectiveness of policy and design interventions as the El Camino Vision Plan is implemented.

1. Vacant Land and Structures Map:

Figure xx illustrates vacant land and structures within the El Camino neighborhood, overlaid with crime data from 2021–2026. The visualization helps assess whether property vacancy correlates with increased criminal activity. Findings suggest that crime prevalence is not notably higher around vacant parcels or buildings. While unoccupied properties with code violations may lower parcel scores assigned by the City of Rochester, vacancy alone does not appear to be a primary driver of crime in the El Camino neighborhood.

El Camino Vacancy Map


14621 Community
Genesee River
Avenue E
Avenue D
Avenue C
Pierpont St
Park
Selye Ter
Lake Ave
Saint Paul St
Remington St
Clinton Ave
Hudson Ave
Berlin St
Wilkin
Bernard St
Alphonse St
North St
Tacoma St
Glendale Park
Edgerton
Locust St
Emerson St
Edgerton Park
Fulton Ave
Joseph Ave
Maria St
Thomas St
Cranton St
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Bloss St
Durkin Aly
Lorimer St
Jones Ave
Spencer St
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Upper Falls
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11/13/2025
Vacant Properties
🟥 Vacant Structure
🟩 Vacant Land
◇ Crimes, 2021-2025
World_Hillshade
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0.1
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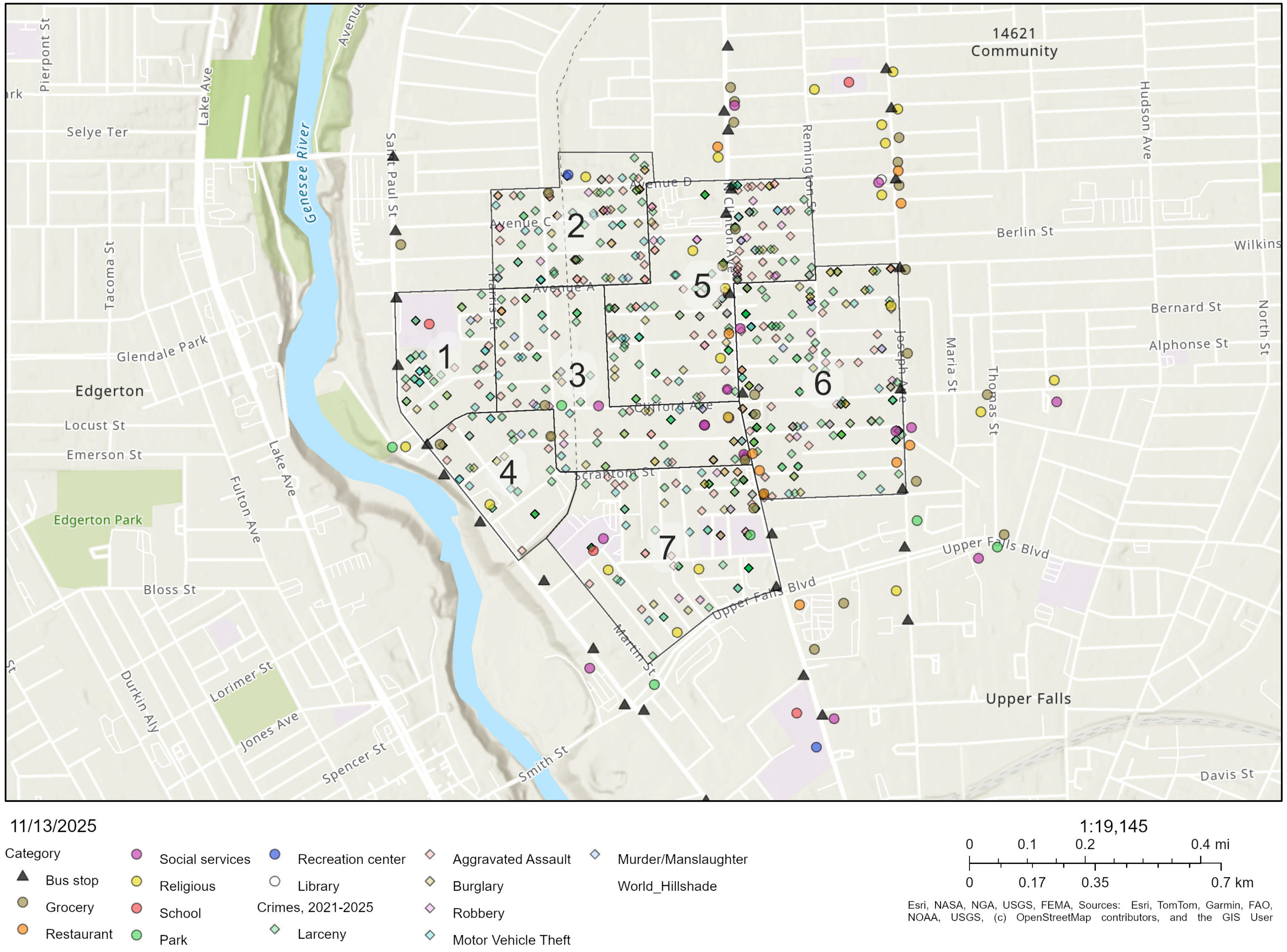
0.17
0.35
0.7 km
Esri, NASA, NGA, USGS, FEMA, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User

El Camino Data Analysis

2. Crime Map:

This map displays all reported crimes occurring between 2011 and 2026 within the seven El Camino focus group areas. Each point represents an individual incident, color-coded by crime type as shown in the legend. Point transparency allows areas of concentrated activity to appear darker, highlighting locations with higher incident density. Notably, crime of all types is most concentrated along N. Clinton Avenue, particularly south of its intersection with Ketchum Street.

RPD Crime Data: 2021-2026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Lorimer St
Jones Ave
Spencer St
Smith St
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Upper Falls Blvd
Upper Falls
Davis St
Scrantom St
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7
11/13/2025
Category
▲ Bus stop
● Grocery
● Restaurant
● Social services
● Religious
● School
● Park
● Recreation center
○ Library
Crimes, 2021-2025
◇ Larceny
◇ Aggravated Assault
◇ Burglary
◇ Robbery
◇ Motor Vehicle Theft
◇ Murder/Manslaughter
World_Hillshade
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0.4 mi
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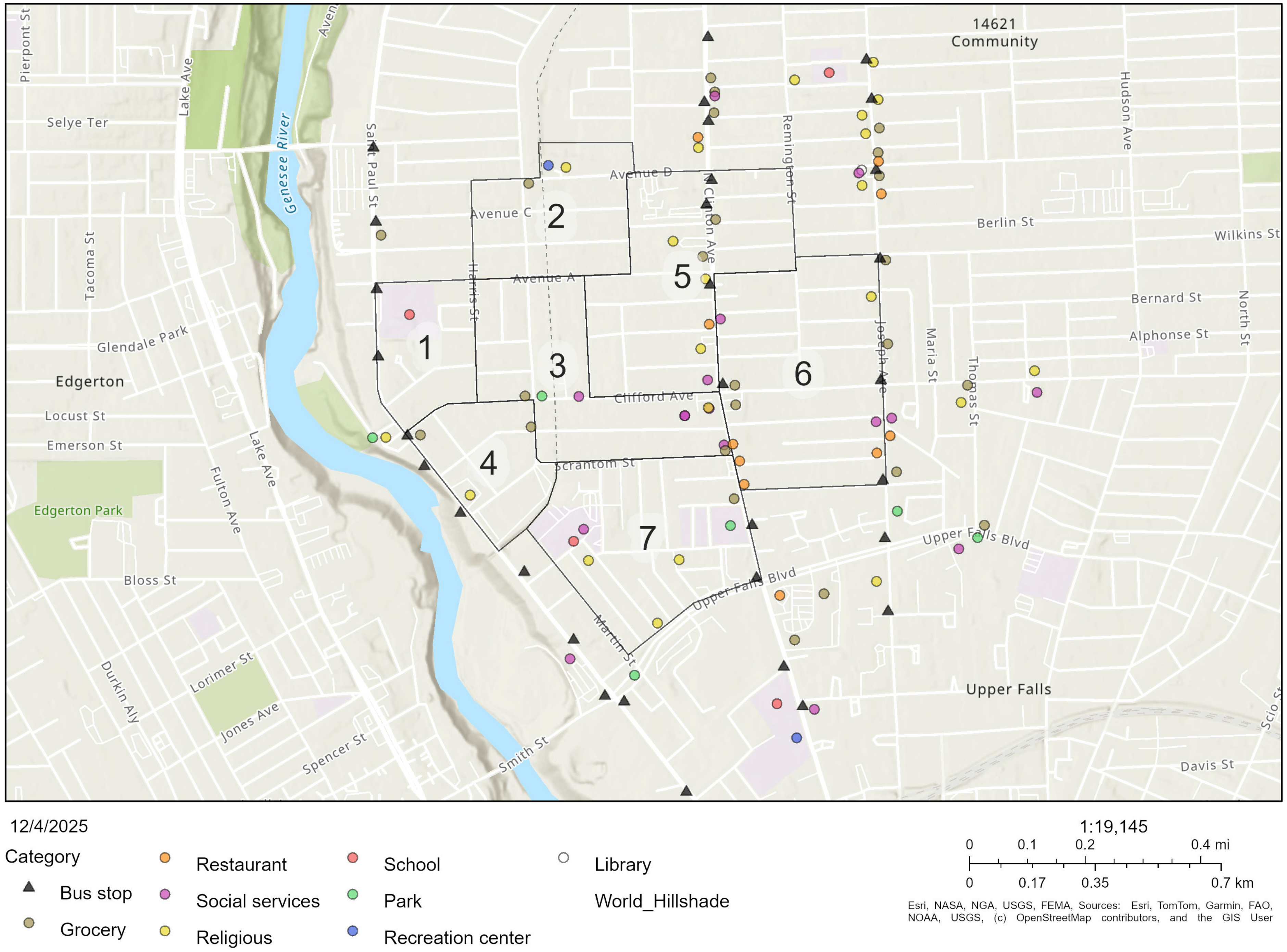
0.17
0.35
0.7 km

Esri, NASA, NGA, USGS, FEMA, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User

3. Access to Neighborhood Resources:

This map highlights key neighborhood resources located within the El Camino neighborhood areas. All resource types shown correspond to the categories identified in the map legend. The map provides an overview of the proximity and distribution of essential services and amenities available to residents.

Neighborhood Resources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12/4/2025
Category
▲ Bus stop
● Grocery
● Restaurant
● Social services
● Religious
● School
● Park
● Recreation center
○ Library
World_Hillshade
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0
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0.35
0.7 km

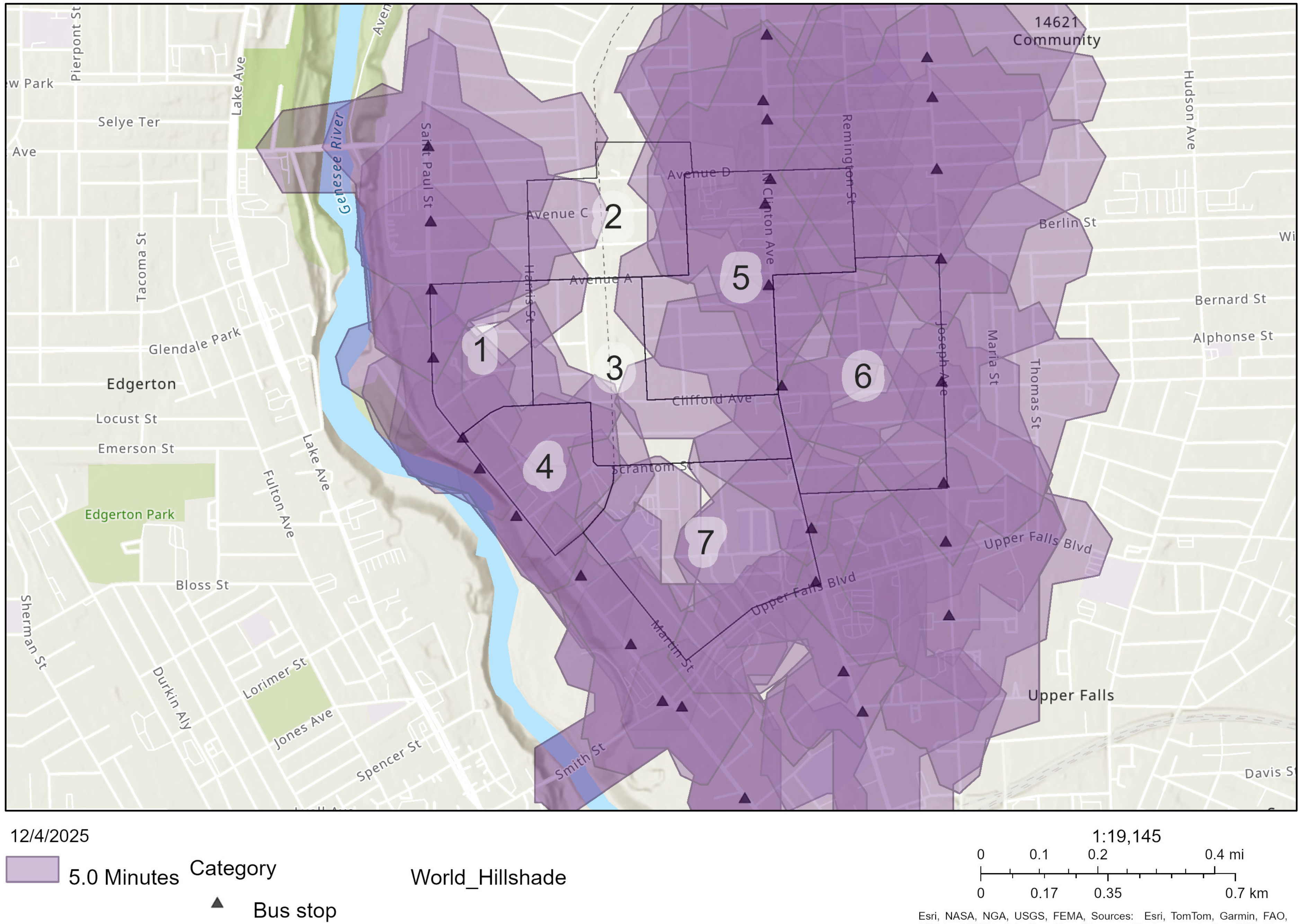
Esri, NASA, NGA, USGS, FEMA, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User

El Camino Data Analysis

4. Transit Access Map:

The purple polygons represent all locations from which a person can reach a bus stop within a 5-minute walk. Overall, most residents in the El Camino neighborhood fall within this range, indicating generally strong access to transit. However, noticeable gaps in coverage remain in focus group areas 2 and 3, where several residential blocks fall outside the 5-minute walking distance.

Bus Stop Locations


14621 Community
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Avenue C
Avenue A
Clifford Ave
Scrantom St
Upper Falls Blvd
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Hollis St
N Clinton Ave
Remington St
Joseph Ave
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Berlin St
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Alphonse St
Hudson Ave
Upper Falls
Davis St
Smith St
Genesee River
Selye Ter
Pierpont St
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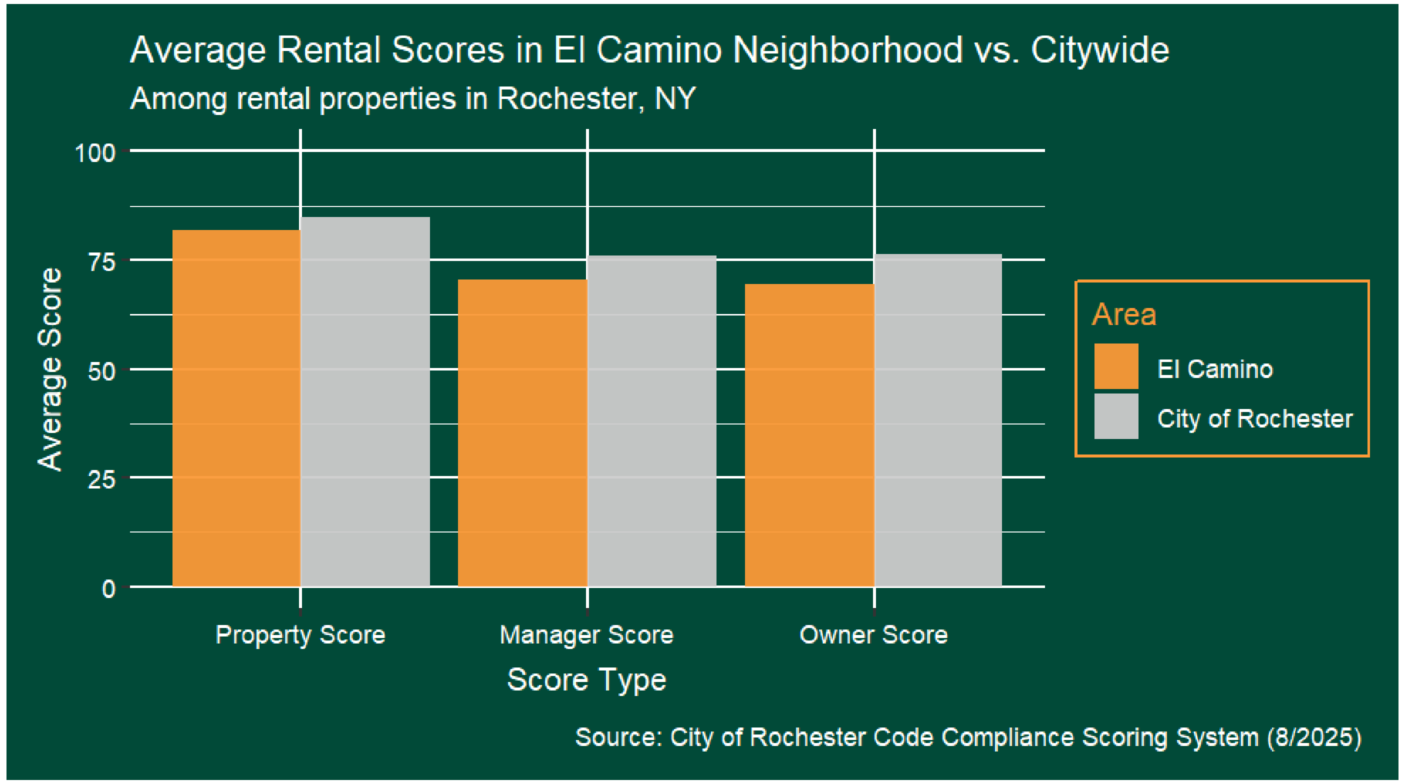
Locust St
Emerson St
Edgerton Park
Fulton Ave
Bloss St
Sherman St
Durkin Aly
Lorimer St
Jones Ave
Spencer St
12/4/2025
5.0 Minutes
Category
▲ Bus stop
World_Hillshade
1:19,145
0 0.1 0.2 0.4 mi
0 0.17 0.35 0.7 km

Esri, NASA, NGA, USGS, FEMA, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User

5. Rental Property Scores

The City of Rochester assigns publicly available scores to rental properties based on factors such as the number and duration of code violations, presence of a valid certificate of occupancy, and indicators of vacancy or blight. Property owners and managers are also scored based on the lower-performing half of their portfolios. All scores are measured on a 100-point scale.

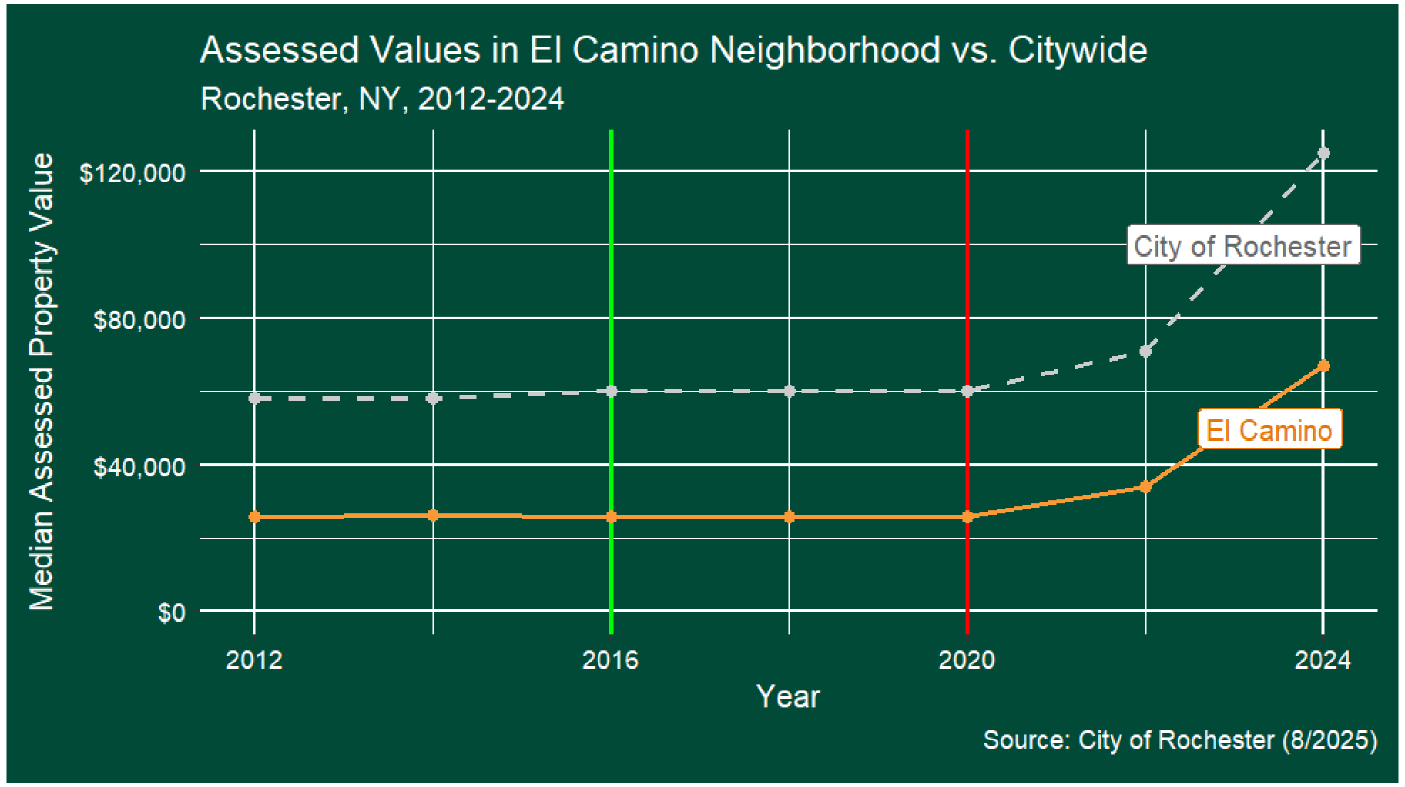
This bar chart compares the average property, owner, and manager scores for rental properties in El Camino with citywide averages. Overall, El Camino properties score slightly lower than the city average, with mean property scores around 82 compared to approximately 85 citywide. Owner and manager scores in El Camino also trend lower, averaging about 70 versus roughly 76 across the city. However, the difference in property scores—the most directly comparable metric—is minimal, suggesting overall rental property conditions in El Camino are broadly comparable to those citywide.



Source: City of Rochester Code Compliance Scoring System (8/2025)

6. Assessed Property Values

This graph compares median assessed property values in El Camino (solid orange line) with those of the City of Rochester overall (dashed gray line) for even-numbered years between 2012 and 2026. Property reassessment years (2012, 2016, 2020, and 2026) are noted along the x-axis. The year 2016, when El Camino completed its first vision plan in partnership with CDR, is highlighted with a vertical green line, while 2020 is marked with a red line to indicate the onset of the COVID-19 pandemic. The data show a significant rise in median assessed values since 2020, with both El Camino and the city experiencing increases of more than 100 percent between 2020 and 2026.



Source: City of Rochester (8/2025)

El Camino Data Analysis

7. Building Permits

This set of bar charts compares the percentage of properties in El Camino and in the City of Rochester that received one or more building permits during three time periods: 2011–2016, 2016–2020, and 2021–2026. The left chart reflects all permit types, while the right chart focuses specifically on construction-related “building permits,” excluding permits for systems such as electrical, plumbing, or roofing.

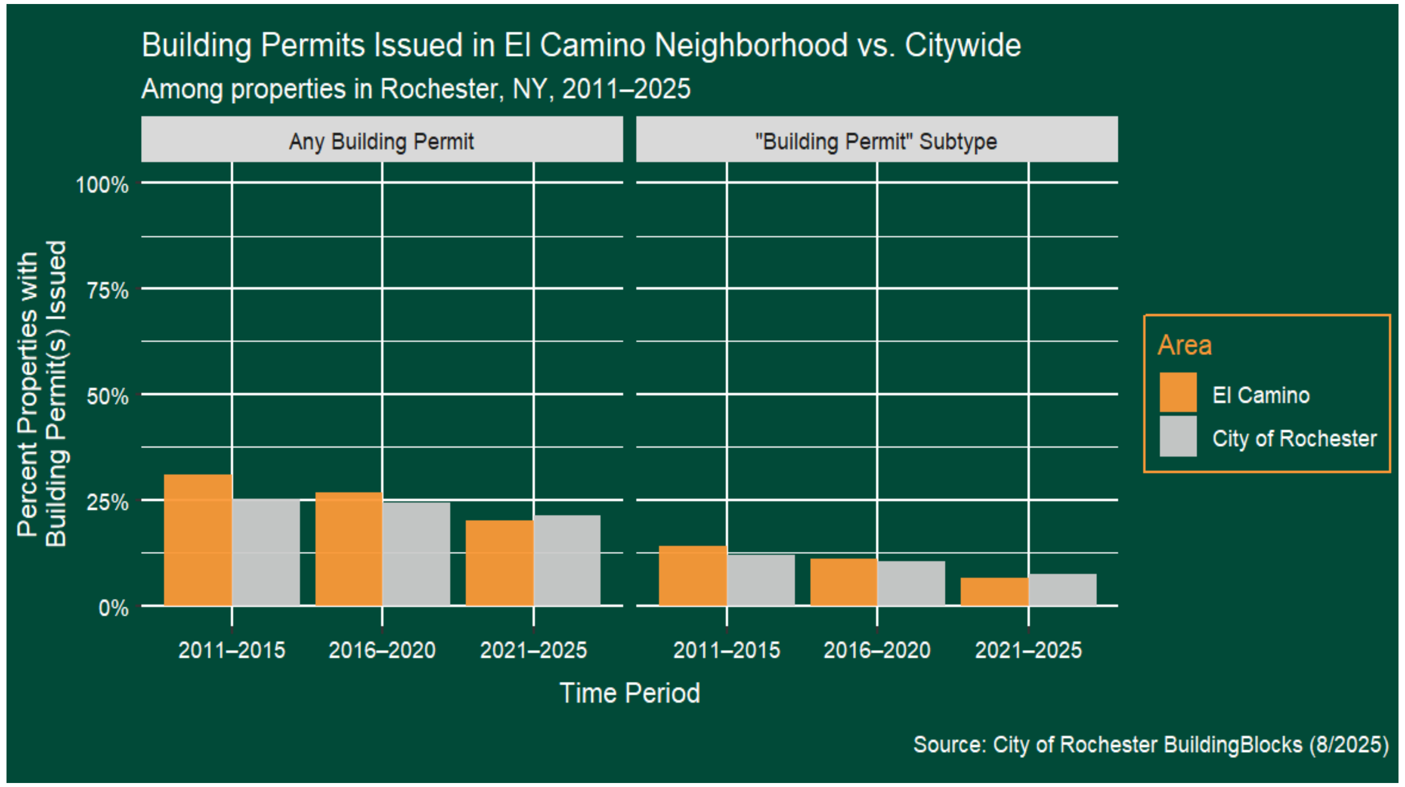
In the earlier periods (2011–2016 and 2016–2020), a slightly higher share of properties in El Camino received permits—both overall and construction-specific—than the citywide average. However, between 2021 and 2026, El Camino experienced a modestly lower rate of permitting compared to the City of Rochester. While permitting activity declined over time across both geographies, the decrease was somewhat more pronounced in El Camino, which may indicate a relative reduction in recent private investment within the neighborhood.

8. Outstanding Code Violations

These bar charts illustrate the distribution of code violations and owner-occupancy status among properties with outstanding code violations in El Camino and the City of Rochester.

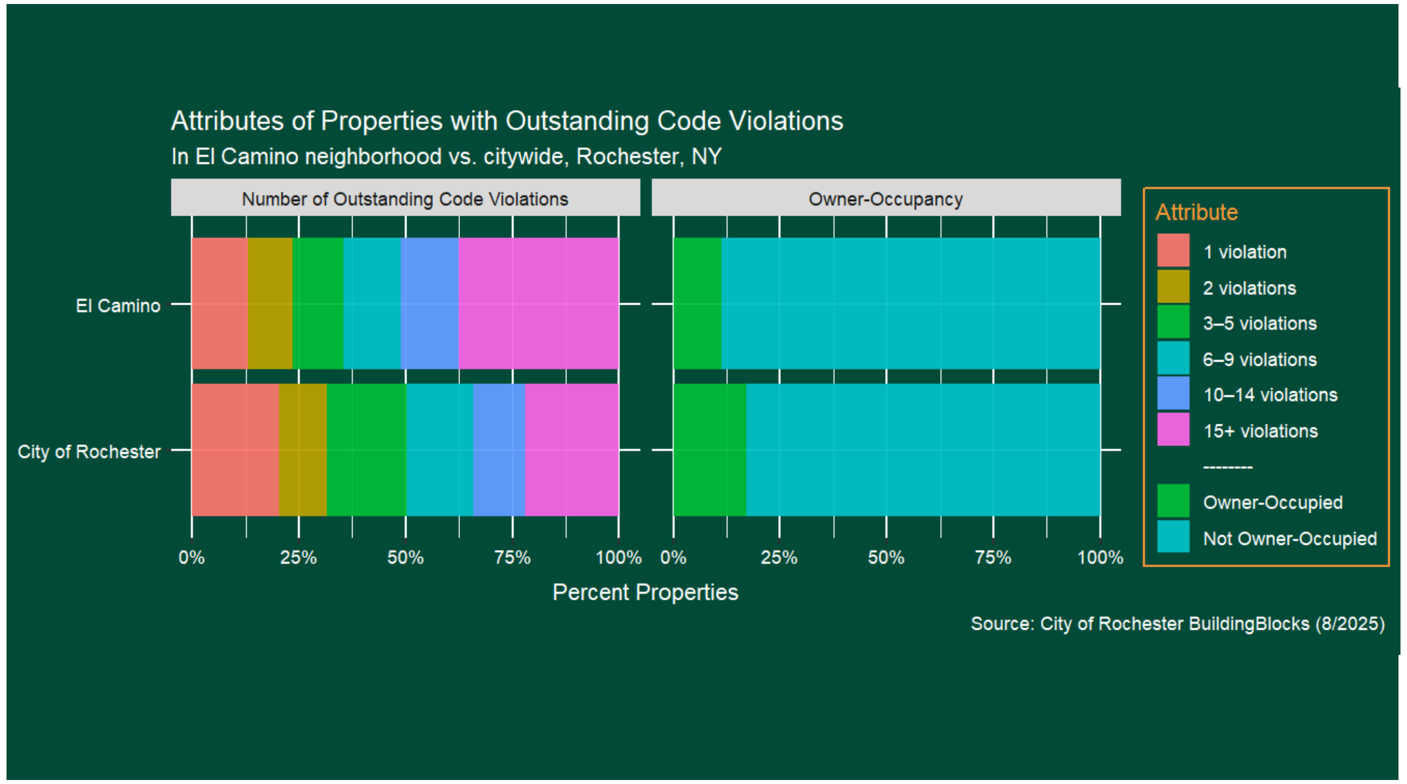
In El Camino, approximately 38 percent of properties with unresolved code violations have 15 or more violations, compared to about 22 percent citywide, indicating a higher concentration of severe or persistent issues within the neighborhood. Among properties with outstanding violations, only about 11 percent in El Camino are owner-occupied, compared to roughly 17 percent across Rochester. This suggests that efforts to address code violations may be most effective when focused on non-owner-occupied properties, particularly in El Camino.

More broadly, owner-occupancy rates are significantly higher among all properties than among those with code violations. Approximately one-quarter of all properties in El Camino and nearly half of all properties citywide are owner-occupied, underscoring the strong relationship between owner occupancy and overall property condition.


Building Permits Issued in El Camino Neighborhood vs. Citywide

Among properties in Rochester, NY, 2011–2025

Source: City of Rochester BuildingBlocks (8/2025)


Attributes of Properties with Outstanding Code Violations

In El Camino neighborhood vs. citywide, Rochester, NY

Source: City of Rochester BuildingBlocks (8/2025)

Conclusion

El Camino Vision Plan Update: The Strategic Mandate (2026-2035)

The El Camino Revitalization Area (ECRA) Vision Plan Update represents a critical pivot point, acknowledging the successful foundation laid since 2016 by the Ibero-American Development Corporation (IADC) and community partners while confronting significant, newly emerging challenges. The initial plan established a tangible Latin urban village core, resulting in approximately $35 million in housing and recreational investment in the 2016-2019 years alone. However, the ensuing period (2020-2023) introduced acute market speculation, a complex regulatory environment (e.g., Good Cause Eviction), and persistent local economic disparity, which must now be addressed by prioritizing policy resilience and targeted anti-displacement measures. This Vision Plan update informed by a neighborhood workshops and an expanded geographic scope (extending east to Joseph Avenue, south to Upper Falls Blvd., and west to the Genesee River), synthesizes all recommendations under the following six thematic pillars.

I. Themes of the 2026 Vision Plan Update

I.a. Housing Attainability

Housing stability and affordability are the paramount concerns, driven by acute market pressures and new state regulations. The success in establishing ECRA as a culturally vibrant community has produced an acute risk of gentrification, evidenced by dramatic shifts in the housing market. The El Camino housing market is currently rated as "very competitive," with the median home sale price surging by a staggering 69.5% year-over-year (YoY) to $131,000 in September 2026. The mandate for Housing Attainability requires a bifurcated strategy: increasing supply while protecting existing residents. Successes like Pueblo Nuevo (Phase I, 75 affordable homes; Phase II underway, 29 homes and a Community Resource Center) and El Camino Estates (50 units) demonstrate the feasibility of high-quality affordable housing delivery.

The updated strategy must incorporate the following:

- Countering Market Speculation: The State's pilot of the MOVE-IN NY program, which utilizes factory-built, affordable starter homes constructed rapidly and at nearly half the cost of traditional methods ($250,000 for a 1,500 square foot unit), provides an ideal model for implementing owner-occupied inventory on vacant infill lots. This is the most direct method to create a long-term economic hedge against displacement for current residents.

- Navigating Regulatory Change: The implementation of the New York State Good Cause Eviction (GCE) Law in Rochester (Jan 2026) provides essential tenant protection by capping rent increases (at 10% or 5% plus CPI, whichever is lower) and requiring landlords to demonstrate "good cause" for eviction. The strategy must leverage critical GCE exemptions for income-restricted housing units (such as Pueblo Nuevo) and new construction units to secure financing (e.g., Low-Income Housing Tax Credit equity) and aggressively accelerate the delivery of permanently affordable housing stock.

- Housing Preservation: Resources must be allocated to support the maintenance and upgrading of existing owner-occupied and rental properties, a process known as incumbent upgrading.

Indicator	El Camino neighborhood	Strategic Implication for ECRA
Median Home Sale Price (YoY Growth)	$131,000 (+69.5% YoY)	Immediate and severe gentrification risk; displacement prevention is critical.
Regulatory Environment	NYS Good Cause Eviction Law adopted (Jan 2026)	Need to leverage exemptions (income-restricted/new construction) for continued affordable development stability.
Home Ownership Model	Vacant land availability for infill.	Urgent strategy to increase owner-occupied inventory using the MOVE-IN NY model as a hedge against rapid market appreciation.

I.b. Economic Opportunity

The El Camino neighborhood remains disconnected from the broader Rochester metro area's economic growth, which added thousands of jobs in sectors like Education, Health Services and Professional Services. The regional unemployment rate is low (3.5–3.8%), but the city's high poverty rate (near 30%) reflects a structural skills mismatch. Furthermore, local job availability remains a serious issue as business employment has left the neighborhood. Retail businesses along the North Clinton Avenue corridor generally operate at sales volumes that afford low commercial rents, confirming that traditional, market-rate commercial real estate investment is difficult to sustain.

The strategic recommendations for Economic Opportunity focus on three areas:

- **Formalizing the Commercial Incubator:** The successful establishment of La Marketa at International Plaza must transition into a formalized, year-round subsidized entrepreneurship incubator to nurture small, culturally relevant businesses.

- **Targeted Workforce Alignment:** To combat the structural skills mismatch, the Vision plan update recommends vocational training alignment with the region's priority industry sectors, specifically Advanced Manufacturing, Optics, Photonics, and Imaging (OPI), as part of the federally recognized NY SMART I-Corridor Tech Hub. The newly constructed Community Resource Center within Pueblo Nuevo Phase II must be the central hub for technical training necessary to bridge this gap, potentially hosting programs in partnership with regional entities like the Monroe Community College-led ON-RAMP project.

- **Expanding Youth Opportunity:** The lack of local job opportunities and recreational programs for youth can lead to undesired activities. The plan requires resources to increase ECRA youth participation in high-quality municipal programs, specifically the Summer of Opportunity Program/Summer Youth Employment Program (SOOP/SYEP). These programs provide essential paid work experience and life skills training for youth ages 14–20, creating a vital pipeline for future community leaders and workers. The IADC has already provided summer meals and engaged an average of 50 children daily through El Camino Play.

I.c. Public Safety

- Addressing community safety requires institutionalizing an Integrated Safety Strategy that combines physical renewal with social development, responding to persistent issues such as illegal drug sales and associated security concerns.
- **Situational Crime Prevention:** The physical renewal driven by new development specifically the replacement and renovation of "run-down structures" and the creation of activated public gathering spaces (e.g., La Marketa) supports situational crime prevention. This dual approach reduces anonymity and increases neighborhood guardianship, which deters potential offenders.
- **Integrated Social Intervention:** Research suggests that combining law enforcement with comprehensive support services provided by community actors and health professionals yields significantly greater positive outcomes than enforcement alone. The Community Resource Center (ECCC) must be utilized to house these necessary support services, addressing specific issues like behavioral health, domestic violence, and trauma support.
- **Organizational Resilience:** The plan acknowledges that community-based organizations (CBOs) responsible for violence intervention faced strained capacity and difficulty providing services during the pandemic and related social restrictions. The ECCC provides the necessary infrastructure to institutionalize these services within the neighborhood's physical fabric.

I.d. Recreation

Recreation is essential for community health, social cohesion, and engaging youth in productive activities.

- **Cultural Anchor Activation:** The creation of the International Plaza at La Marketa, which includes a stage for live music and booths for small businesses, acts as the central civic heart of the area. This asset has proven its function as a community hub, demonstrating that it successfully managed activity drawing an average of 300 people for entertainment and commerce on Sundays for 16 consecutive weeks during a single year.
- **Green Space Connectivity:** The area is defined by the El Camino Trail, a 2.25-mile greenway adapted from an old railroad line. This trail provides a safe route for pedestrians and bicyclists and acts as the spine linking key destinations from High Falls to the Seneca Park pedestrian bridge. The Vision Plan Update endeavors to ECRA's connection to the larger ROC the Riverway initiative, ensuring seamless pedestrian and cycling links between the El Camino Trail and major riverfront revitalization projects.
- **Park Activation:** The plan must ensure the full and timely execution of the planned redesign of Don Samuel Torres Park at the corner of North Clinton Avenue and Oakman Street.

I.e. Beautification

Revitalization is not just about improving appearances; it is about enhancing the quality of life, which includes clean streets, upgraded housing, and public spaces. The initial phase of revitalization successfully replaced and renovated "run-down structures" with modern apartments.

- **Infrastructure Upgrades:** The plan mandates physical enhancements, including lighting and physical improvements along the 2.25-mile El Camino Trail.
- **Vacant Property Strategy:** A key focus of the updated plan is the repurposing of vacant structures and properties, which are often cited as contributing to blight and increasing anonymity in the streets. This strategy must prioritize infill development, including the implementation of the MOVE-IN NY homeownership model on vacant lots, and leveraging programs like the New York State Brownfield Cleanup Program to revitalize former industrial sites.
- **Maintenance and Stewardship:** The plan emphasizes the ongoing need for routine maintenance to preserve the capital investment and neighborhood pride, which is a key component of sustainable revitalization.

I.f. Innovation

Innovation involves employing new methods, technologies, and governance structures to achieve equitable and sustainable outcomes.

- **Policy and Development Innovation:** The adoption of the MOVE-IN NY program (factory-built starter homes) represents a cost-and-time-saving innovation in affordable homeownership delivery. Furthermore, the strategic use of GCE exemptions and specialized programs (e.g., Brownfield Cleanup) demonstrates innovative use of policy levers for development.
- **Cultural Preservation as Strategy:** The foundational commitment to the Latino urban village concept demonstrates that cultural identity serves as a strategic lever for community engagement and economic activity. This culture-based approach, which celebrates the cultural richness of the community, ensures that development is done with the residents, strengthening social cohesion. **Governance Innovation:** The shift from an ad hoc steering committee to a permanent, accountable governing body, the ECRA Vision Implementation Committee (ECRA-VIC), is a governance innovation necessary for sustained long-term execution.

II. Governance and Continous Implementation

The volume of recommendations across the El Camino neighborhood can be overwhelming as the need for physical improvements, job creation, and social services are extensive. These recommendations will serve to assess and guide new development, prioritize public infrastructure and recreation improvements and create community excitement for the vision plan update leading to increased private investment. This vision plan update recognizes that many individuals, service agencies and municipal departments are required to implement the breadth of recommendations. No one entity can champion all of these efforts.

This plan recommends that an Implementation Committee be established to progress the step-by-step tasks and strategies for long term execution of the vision plan. The ECRA Vision Implementation Committee (ECRA-VIC) should be formally established with a permanent mandate for executive oversight, cross-agency coordination, and sustained accountability. The VIC's membership could be 7 to 9 members of the community representing the interests of residents, businesses and property owners, nonprofit service providers, faith-based organizations, public safety, education and others. The VIC must ensure the Vision Plan is consistently prioritized during the City's annual budget and capital planning, aligning all activities explicitly with the goals of the Rochester 2034 Comprehensive Plan.
The mission of the implementation committee will include, but is not limited to;

- Increasing private investment
- Direct the preparation of additional studies as needed to guide improvement priorities
- Identify routine maintenance needs
- Recreate facilities
- Repurposing vacant structures and properties

Conclusion

- Market the neighborhood assets activities and events
- Identify the champion for individual recommendations
- Promote neighborhood pride for the vision plan with the community awareness campaign
- Seek funding to complete requisite studies and administrative services.

The ECRA-VIC should develop and utilize a framework of Key Performance Indicators (KPIs) to drive data-based decision making and evaluate long-term impact, which is necessary to justify continued public investment.

III. Final Conclusion: Realizing the Promise of the El Camino Neighborhood

The El Camino Revitalization Area stands as a testament to the power of persistent, culturally-rooted community driven reinvestment. The initial vision, solidified by over $35 million in capital investment and anchored by the successful creation of La Marketa and significant affordable housing development (Pueblo Nuevo), demonstrates that neighborhood transformation can successfully integrate physical redevelopment with cultural preservation.

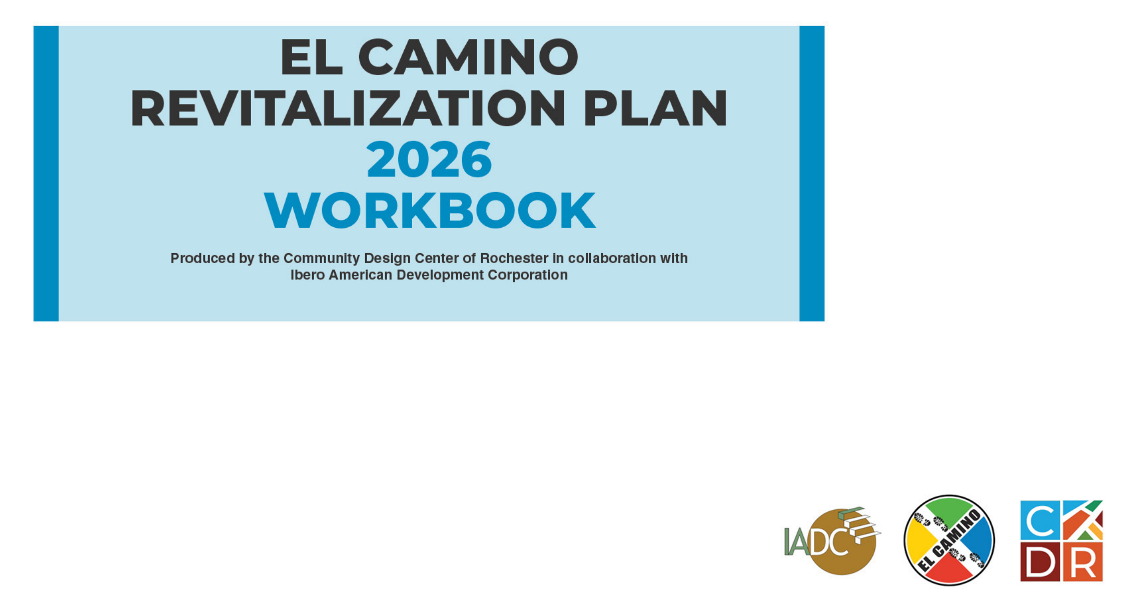
The next phase of the Vision Plan is defined by a mandate for strategic resilience. The community must successfully navigate the immediate threat posed by rapid market speculation, evidenced by the 69.5% YoY surge in median home prices. This requires decisive, multi-faceted intervention—specifically, the acceleration of affordable homeownership via the MOVE-IN NY model and the strategic deployment of the Good Cause Eviction framework. Concurrently, the Vision Plan must ensure that ECRA residents are prepared to participate in the regional economic future by aligning local training resources (ECCC) with the high-demand Advanced Manufacturing and Tech Hub sectors.

The successful execution of this vision plan update Strategic Mandate hinges on the commitment to institutionalizing governance through the establishment of the ECRA Vision Implementation Committee. By creating this permanent, accountable body, the Vision Plan transitions from a conceptual blueprint to a dynamic, managed engine of community development, integrated seamlessly with Rochester's larger economic and physical transformation initiatives (ROC the Riverway, Rochester 2034). The enduring outcome will be the realization of a complete, equitable, and sustainable urban village that serves as a model for how high-quality, culturally sensitive investment can secure a prosperous future for incumbent residents.

El Camino Storymap

https://arcg.is/1i9nCe3

SCAN ME



EL CAMINO
REVITALIZATION PLAN
2026
WORKBOOK

Produced by the Community Design Center of Rochester in collaboration with Ibero American Development Corporation

Measuring Matrix

The El Camino Workbook was created in addition to the El Camino Vision Plan to evaluate implementation, guide decision-making, and ensure accountability over time.

This measuring matrix translates planning goals into measurable outcomes, helping partners track progress, align efforts, and adjust strategies as needed. It ensures that policy changes, infrastructure investments, and private development are producing measurable results.

Appendix

1. List of Attendees
2. Steering Committee Meeting Minutes
3. Vacant Properties Map/ Tables (2026)

1. List of Attendees

- Agustin Rodriguez
- Andrea Hryhorenko
- Angelica Perez-Delgado
- April Williams
- Bill Price
- Carol May
- Charles Salina
- Corrine Chiogna
- Dawn Noto
- Elba Williamson
- Eugenio Marlin
- Gildred Aponte
- Helen Dumas
- Ida Perez
- Isabel Stowell
- Jason Barber
- Julio Vasquez
- Kayree Young- AMCS
- Kenneth Lee
- Kevin Smith
- Laurie Bogmis
- Liz Daugherty
- Lorna Wright
- Lourdes Ferrer
- Lourdes Sharp
- Leverett Copeland
- Luis Burgos
- Mariam Yaqub
- Marlen Quintero
- Matthew Baylock
- Mckenna Erwell
- Miguel Melendez
- Miriam (Mayo) Cortes
- Poorva Mirashi
- Roger Brown
- Ramona Colon
- RPD Police Recruit Class (6)
- Sean Walsh
- Shirah Cahill
- Sophie Redmond
- Tabita Torres
- Troa Vimahi
- Yarinet Jusino
- Zach Hackett

2. El Camino Steering Committee Minutes

El Camino Steering Committee Meeting #1

07/31/24 - 5:30pm – 7pm - 216 Clifford Ave

Meeting Minutes

Welcome & Introductions:

- Steering Committee will be a conduit to communications within the community.
- It has been 8 years since the 1st El Camino Vision Plan was completed.
- Successes and Priorities outline in a timeline –
- Update Vision Plan map with GIS to map successes.
- CONEA Master Plan done since 2016 - Some overlap areas
- Focus Area last Vision Plan – should we choose different areas or have (some) Focus Topics not areas?
- What worked well in last VP? Community was engaged in the process ++. ~100 participants last time. Location held was 124 North Street.
- Even with successes – Covid has left people feeling disconnected. Crime, drug use have increased and residents/ families do not always feel safe in their own neighborhood.
- Steering Committee outreach:
- Create poster / flyer for stakeholder outreach - Social media -
- Re-engage all residents, business owners and property owners.
- Engage families for focus group / Parents liaisons
- K-12 schools, Ms Thompson – Principle of school / MCC students / Colleges
- Churches / Rec Center – Avenue D / Lincoln Branch Library
- Service Organizations – community service hours available through process
- NBD Office
- Young people –under 28yrs. – how do we engage them in the process? Tik-Tok

Key Issues updated Vision Plan should address:

- People feeling disconnected
- Extend focus area boundaries

Accomplishments

- More violence on the street
- Police not able to fully do their jobs
- More homeless and drug use
- Housing crisis/ food costs
- Good paying jobs
- Empty storefronts
- Economic opportunities
- State Park at High Falls impact on the community – economic opportunities

El Camino Steering Committee Meeting #2

08/14/24 - 5:30pm – 7pm

216 Clifford Ave

Meeting Minutes

- Logistics
- Poster for Design Workshop is needed soon with date, time and location.
- Compare model for 2016 Workshop – may work again
- Next Steering Committee meeting on August 28th- 5:30pm to 7pm – 216 Clifford Ave.
- Post to churches – daycares – schools – businesses to join
- Define Focus Areas to have 1.5 hour walk limits – Ideal would be 8 – 10 people in each group

Concerns and Opportunities

- Clifford and St Paul – cars and traffic issues
- Increase pedestrian friendly street atmosphere
- Maintenance of public spaces needs addressing – the new playground is unkept.
- People lose faith when implementation of plans are slow. – Huntington Park has not seen the investment yet.
- Need increase community engagement to help with implementation efforts
- Transportation issues
- Increase crime and poverty rates
- There has been progress in the community since last charrette
- Document successes

Themes for Focus Groups

- Economic Opportunity
- Housing Affordability
- Public Safety
- Beautification
- Recreation
- Innovation

El Camino Steering Committee Meeting #3

08/28/24 - 5:30pm – 7pm

216 Clifford Ave

Next Steering Committee Meeting: 09-11/24 – 5:30pm -7pm , 216 Clifford Ave.

Recap of last meeting: Deep conversation of conditions remaining in the community

- Rent increases
- Food insecurity and costs
- Housing increases
- Lack of good jobs

Area needs more youth activities – Vision Plan recommendations need to be achievable

St Paul St & Huntington Park Intersection needs traffic-calming – trees – no investment in streetscape.

Identify roadblocks that prevent change from happening

Barriers to achievements – Covid, New Administrations

Communities need partners in organizing

Identify Micro and Macro goals that match the issues / short – long term goals

Need ownership of plan to drive it. Past projects Project Hope / Project Clean / No Mas were efforts to drive changes with the community

Identify stakeholders – business owners and service organizations in area.

A lot more service agencies in the area now. Genesee Land Trust –need to identify them.

Vision Plan match with opportunities.

Small wins bring Pride in the neighborhood – Banners, Flam Boyanes paint vibrant colors

Cannot remove bollards along Clinton Ave - Park - needed to prevent car parties and noise/ safety

Buffalo project called Northland – review project

We can distill achievements in three categories:

- Achievements
- In Process
- Not Needed anymore

Workshop Logistics:

Venue to select include several options; Attendees last time ~100

- St Michaels Church
- Salvation Army, or another church centrally located

Date discussed and selected Saturday, October 19, 2026. Create Posters.

Vision Plan report to be complete by Feb / March 2026.

Should Focus Areas remain the same or should expanded boundary change focus areas? Should we use Themes vs Guiding Principles – Or use both! How many Focus Areas? Character Areas?

All Focus Area Themes include: Kids / Safety / Pride / Traffic / Greenspace

CDCR will come up with walkable focus area to review at next meeting. Joseph Ave has a business association and we will get in touch with them to collaborate on a Focus Area that overlaps traditional neighborhood boundaries. JABA has a Vision Plan we did.

Include Avenue D Rec Center in Focus AreaBuffalo has a project called Northland we can

El Camino Steering Committee Meeting #4

09/11/24

- El Camino has many murals – about 35.
- Review agenda and Focus Area map. There are 7 Focus Area defined in the El Camino Design Workshop defined area. We reviewed each area to identify assets and challenges within them.

Focus Area 1

- Too many vacant lots on Athens St & Ariel St
- Open field area for school - park on St Paul St

Assets:

- Sherwin Williams – check if vacant building?
- Lill Street Funeral Home

Focus Area 2

- Ave D Rec Center
- Kids want an update to the facility. It is outdated. Needs a modernization plan.
- No name for the building either - ___ Rec Center – not enough parking there

Assets

- El Camino trails intersect with Ave A , B C and Harris Street

Housing

- Church partners with Ave D Rec Center and has large field in the back
- New apartments without trees - Ave D & Conkey

Focus Area 3 – Inside Group – Families –

- RIT was performing a report on vacant lots – Ariel Street and Athens Street
- Focus on vacant land use – identify vacant land near EL Camino Trail.
- Continue connections to neighbors through coordinating vacant lots.

Assets:
- Housing
- St Michaels Church
- Ibero
- Salvation Army
- El Camino trail – Genesee River Corridor – label historic assets along the way.
- Latino Rotary Club – created story walk in El Camino trail

Focus Area 4
- Boundary – extend to Upper Falls
- Trestle funds for rehabilitation needed
- El Camino trail extension
- Huntington Park curb cut needs review – causes accidents the way the street aligns here.
- Claude Bragdon home at 37 Huntington Park – Historic Street
- Preservation Districts discussed to aide in historic preservation
- Parking lots along St Paul – fencing

Assets:
- School # 8 – Upper Falls
- Makers Space
- DSS Services

Focus Area 5
- Bloomingdale Street has had fires #5 and #21 was arson
- Expand boundary to East.
- 1144 N Clinton Ave – after hours party – city kee4ps shutting down.
- Drug dealers use vacant homes
- Coleman & Bismarck tents are given to homeless and they set up camp illegally. Drug use.
- Family Dollar on Clinton Ave had fire.
- Trillium not as asset to neighbors. See them as enabling the addicts with needles and tents.
- Do not clean up needles as much as needed daily.
- Do not want clinic in the area – thinks it will lead to more drugs and crime.

Assets:
- Gardens

Focus Area 6
- Boundary – Go up to Wilkins Street and add Rauber Street
- Rauber Street not safe – drug dealers
- ½ building standing – store demolished
- Fish Market has open field – asset
- Chester Plaza issues

Assets:
- Sunflower garden on Boston St & Langham
- Joseph Ave has chalkboard for kids
- Theatre
- Ibero Development

Focus Area 7:
- Extend boundary - Upper Falls Boulevard on the South side of Street - E – W – N
- Traffic count/ accident count on Upper Falls would be helpful information prior to workshop
- Label BOA 's – Bausch & Lomb building – radon? Any remediation plans?
- Park Space along Upper Falls use to have an AIDS plaque the police at the NE NBD have it in their office.
- Genesee Brewery just paid for the Bausch Memorial is lit at night again.
- Alleyways around the one way street – drug use

Assets in the Area:
- ABC on Hart St

OACES

Outreach for Design Workshop
- Print posters, digital poster. Location 216 Clifford – Parking at 216 & 218 Clifford.

Radio, TV, and print media
- WDKX, WXXI, Ibero radio station 97.1 every Saturday at 10am with Ida Perez.
- Workforce development program can bring us volunteers for workshop.
- Neighbors may need transportation to event – free bus passes? Ask RTS to advertise
- Reach out to Latina Roundtable
- Joseph Ave BA – Dr Neil still involved – check with Miguel to contacts.
- Police will flyer corner stores

3. Vacant Lots Maps / Tables (2026)

El Camino Steering Committee Meeting #5

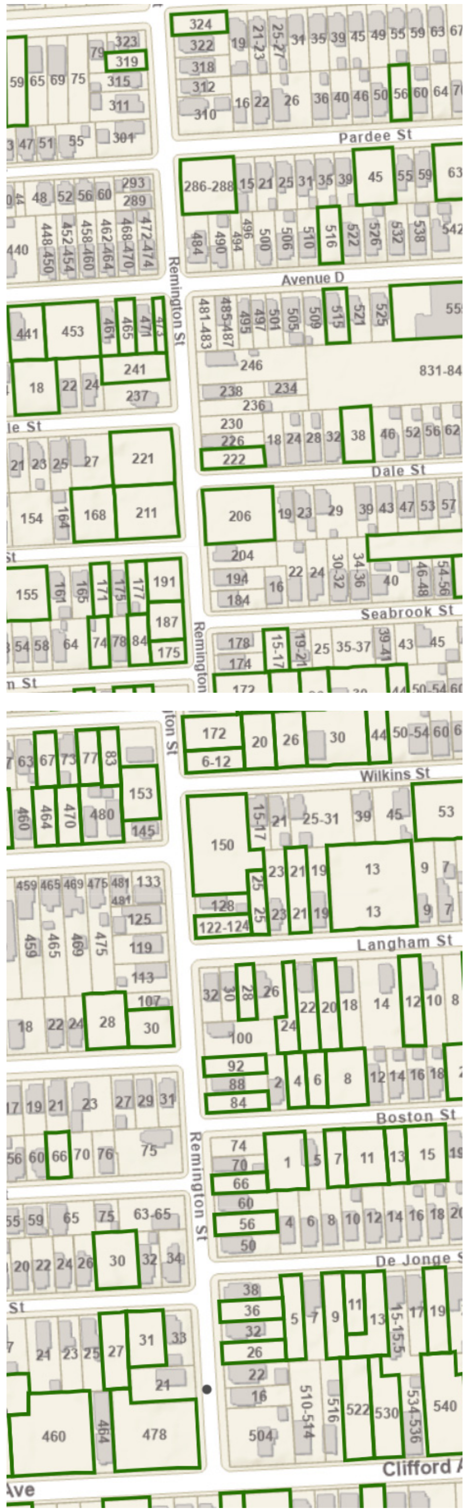
10/2/2026

- Ibero like an LDC for the community –
- Police have volunteers for the workshop from Workforce Development
- Remington Street tried a farm with raised beds, but people used the site as a bathroom and all had to be destroyed. Choosing the right lot for gardens very important.
- Buy the Block program was a 2-year program with Renew Partners – 24-25 homes built 5 in the last phase now. All are homeownership for 30 years. Creative financing, grants made this possible. Evans bank Mortgage lender.
- No resources in the community for the community
- La Marketa has been a unifying addition to this community. Pride, respect for the area has developed. Negative activity moved north now. Latino culture strong with pride and family. La Marketa a place where it is celebrated in the public realm.
- Lincoln Library remodel done and wonderful. Kids need more activities to keep them occupied – Computer Labs, Pump Yard for kids (bike track), Avenue D badly needs an upgrade.
- El Camino trail – outdoor exercise equipment.
- 97.1 Poder radio station will advertise our workshop. Walk-ins welcome.
- Agenda for the day reviewed and Ibero is renting tables and chairs for workshop. Day will start at 9am and go to 4pm.

El Camino Vacant Lot Survey

Total vacant lots	Addresses	Street	Zip	Lot Dimensions
33	see chart	Remington Street	14621	
19	see chart	Conkey Ave	14621	
26	see chart	Avenue A	14621	
9	see chart	Avenue B	14621	
4	see chart	Avenue C	14621	
38	see chart	Avenue D	14621	
4	see chart	Avenue E	14621	
12	see chart	Harris St	14621	
16	see chart	Hollenbeck St	14621	
1	86	Huntington Park	14621	50.33 x 191.64
4	see chart	Gladys St	14621	
20	see chart	Morrill St	14621	
15	see chart	N Clinton Ave	14621	
5	see chart	Radio St	14621	
5	see chart	Roth ST	14621	
4	see chart	St Paul St	14621	
8	see chart	Scrantom St	14605	
8	see chart	Treyer St	14621	
10	see chart	Martin Street	14605	
60	see chart	Clifford Ave	14621	
13	see chart	Evergreen Street	14605	
314	**Total Vacant Lot Count**			

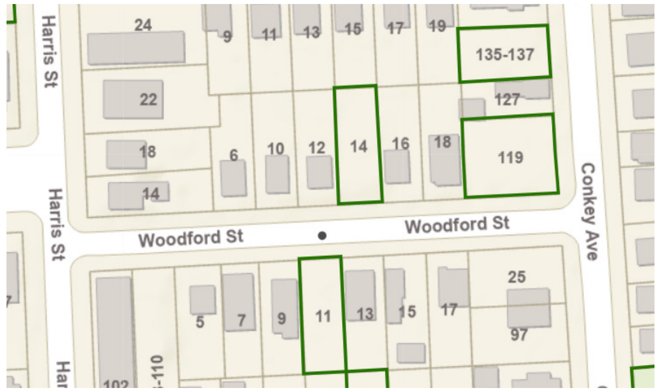
Remington St Vacant Lots

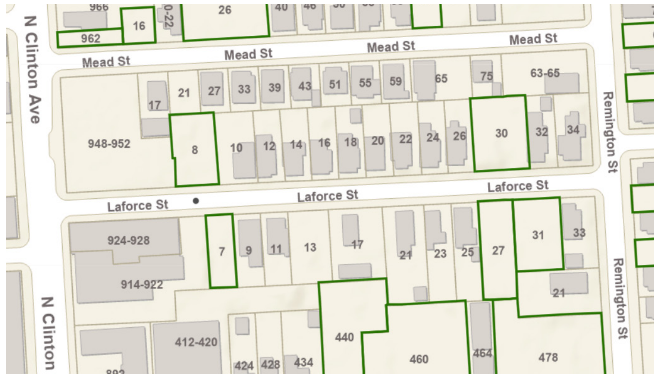


Address	Street	Zip Code	Owner	Width	Depth	Ft	Zoned
26	Remington St	14621	City Of Rochester	36	108	4500	R-1
36	Remington St	14621	City Of Rochester	36	108	4500	R-1
56	Remington St	14621	City Of Rochester	35.5	108.7	4500	R-1
66	Remington St	14621	City Of Rochester	32.5	95	3500	R-1
84	Remington St	14621	City Of Rochester	32.16	105	4000	R-1
92	Remington St	14621	City Of Rochester	32	105	4000	R-1
150	Remington St	14621	City Of Rochester	168	124	14300	R-1
153	Remington St	14621	City Of Rochester	90.28	63	6500	R-1
172	Remington St	14621	City Of Rochester	58.16	100	6500	R-1
175	Remington St	14621	City Of Rochester	42.51	63	3000	R-1
187	Remington St	14621	City Of Rochester	70	63	5000	R-1
191	Remington St	14621	City Of Rochester	76.16	63	5500	R-1
206	Remington St	14621	City Of Rochester	98.16	125	11400	R-1
211	Remington St	14621	City Of Rochester	96.41	111.27	10500	R-1
221	Remington St	14621	City Of Rochester	96.41	111.27	10500	R-1
222	Remington St	14621	City Of Rochester	35.79	114.12	4500	R-1
241	Remington St	14621	City Of Rochester	49	120.56	7000	R-1
319	Remington St	14621	City Of Rochester	34	73.67	3000	R-1
324	Remington St	14621	City Of Rochester	38.93	99.98	4500	R-1
343	Remington St	14621	City Of Rochester	47.54	101.99	5500	R-1
352	Remington St	14621	City Of Rochester	35	84	3500	R-1
415	Remington St	14621	City Of Rochester	31.44	81	3000	R-1
122-124	Remington St	14621	City Of Rochester	37	94	4000	R-1
286-288	Remington St	14621	City Of Rochester	100	100.07	9600	R-1

Woodford St - La Force St Vacant Lots

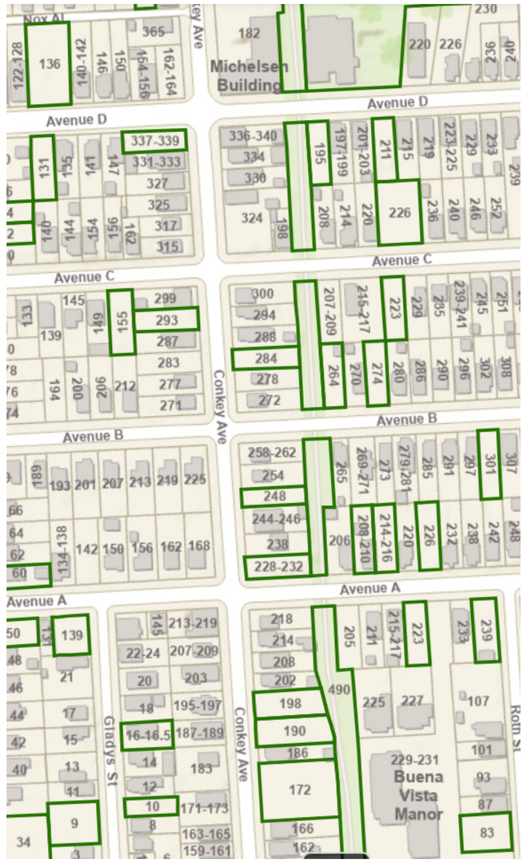
Address	Street	Zip Code	Owner	Lot Width	Lot Depth	Lot Sq Ft	Zoned
14	Woodford St	14621	City Of Rochester	41	110.13	5500	
7	La Force St	14621	City Of Rochester	36	96.17	4000	
27	La Force St	14621	City Of Rochester	46	130.5	7000	
8	La Force St	14621	City Of Rochester	56.96	98.64	6500	
31	La Force St	14621	City Of Rochester	62	96.17	7000	
30	La Force St	14621	City Of Rochester	71.96	96.12	7800	

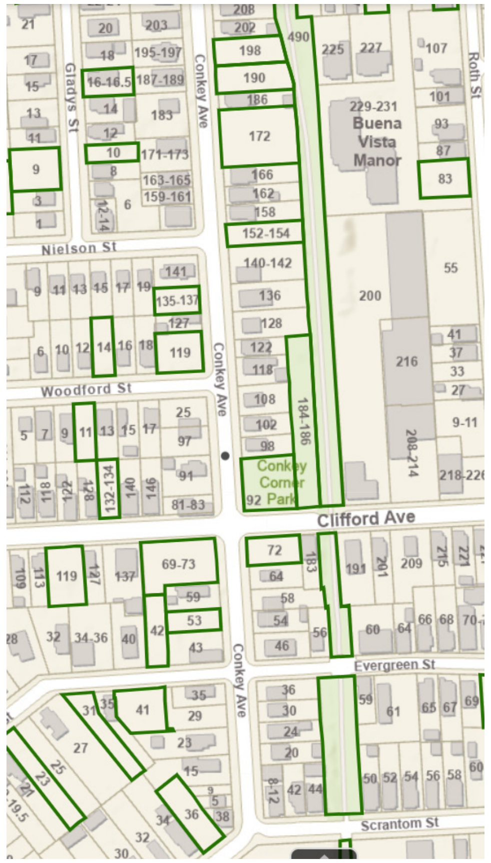




Conkey Ave & Huntington Park Vacant Lots

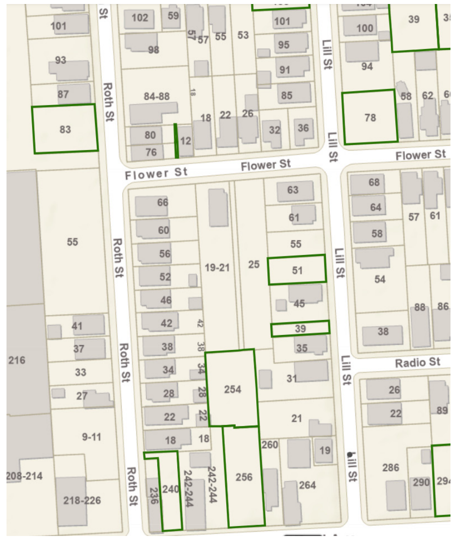
Address	Street	Zip Code	Owner	Width	Depth	Lot Sq Ft	Zoned
248	Conkey Ave	14621	City Of Rochester	32.05	123.06	5000	R-1
337-339	Conkey Ave	14621	City Of Rochester	39.51	119.75	5500	R-1
284	Conkey Ave	14621	City Of Rochester	40	124	6100	R-1
293	Conkey Ave	14621	City Of Rochester	40	121.42	6100	R-1
152-154	Conkey Ave	14621	City Of Rochester	42.5	144.65	7700	R-1
228-232	Conkey Ave	14621	City Of Rochester	42.59	122.61	6600	R-1
135-137	Conkey Ave	14621	City Of Rochester	50	87.75	5500	R-1
198	Conkey Ave	14621	City Of Rochester	52	137.24	8300	R-1
190	Conkey Ave	14621	City Of Rochester	53	145	8800	R-1
72	Conkey Ave	14605	City Of Rochester	55	100	6600	R-1
119	Conkey Ave	14621	City Of Rochester	75.03	90.25	8300	R-1
69-73	Conkey Ave	14605	City Of Rochester	84	140	11500	R-1
172	Conkey Ave	14621	City Of Rochester	110	144.95	13600	R-1
86	Huntington Park	14621	City Of Rochester	50.33	191.64	10000	R-1

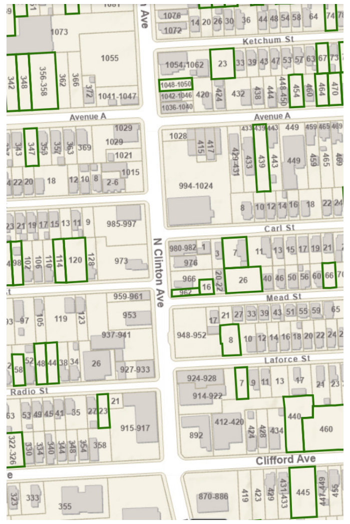

Avenue D
Avenue C
Avenue B
Avenue A
Conkey Ave
Gladys St
Roth St
Michelsen Building
Buena Vista Manor

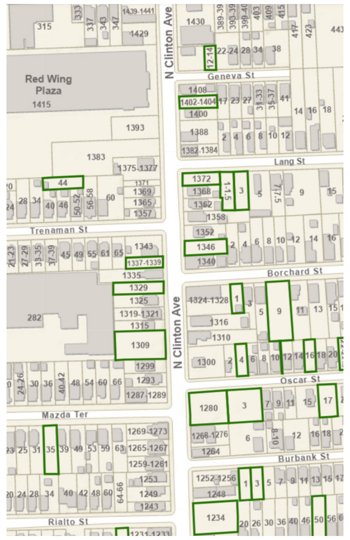

Gladys St
Conkey Ave
Roth St
Nielson St
Woodford St
Clifford Ave
Evergreen St
Scrantom St
Buena Vista Manor
Conkey Corner Park

Lill Street- Roth Street- N Clinton Ave Vacant Lots

Address	Street	Zip Code	Owner	Lot Width	Lot Depth	Lot Sq Ft	Zoned
78	Roth St	14621	City of Rochester	2.8	28	78	R-1
39	Lill St	14621	City of Rochester	19	86.25	1639	R-1
962	N Clinton Ave	14621	City of Rochester	21.46	86.34	1853	C-2
1371	N Clinton Ave	14621	City of Rochester	17.57	110	1933	R-1
103	Lill St	14621	City of Rochester	22.87	86.25	1973	R-1
33	Roth St	14621	City of Rochester	34.76	95.5	3320	R-1
55	Lill St	14621	City of Rochester	40	86.25	3450	R-1
51	Lill St	14621	City of Rochester	40	86.25	3450	R-1
1337-1339	N Clinton Ave	14621	City of Rochester	33	110	3630	R-1
1402-1404	N Clinton Ave	14621	City of Rochester	36	112.68	4056	R-1
1372	N Clinton Ave	14621	City of Rochester	37	110.36	4083	R-1
1021	N Clinton Ave	14621	City of Rochester	40	110	4400	C-2
78	Lill St	14621	City of Rochester	59.25	78.5	4651	R-1
1720	N Clinton Ave	14621	City of Rochester	43.58	108.58	4732	R-1
1346	N Clinton Ave	14621	City of Rochester	42.81	126.62	5421	R-1
1329	N Clinton Ave	14621	City of Rochester	37.5	150	5625	R-1
1087-1091	N Clinton Ave	14621	City of Rochester	48	131	6288	C-2
1081	N Clinton Ave	14621	City of Rochester	48	131	6288	C-2
83	Roth St	14621	City of Rochester	69.52	95.5	6639	R-1
45911	Roth St	14621	City of Rochester	110.43	95.5	10546	PD#3
1280	N Clinton Ave	14621	City of Rochester	97.26	110.13	10711	C-1
1234	N Clinton Ave	14621	City of Rochester	94.87	130	12333	
1309	N Clinton Ave	14621	City of Rochester	84.32	150	12648	R-1
1172	N Clinton Ave	14621	City of Rochester	85.46	182.6	15605	C-2
55	Roth St	14621	City of Rochester	218.32	95.5	20850	PD#3

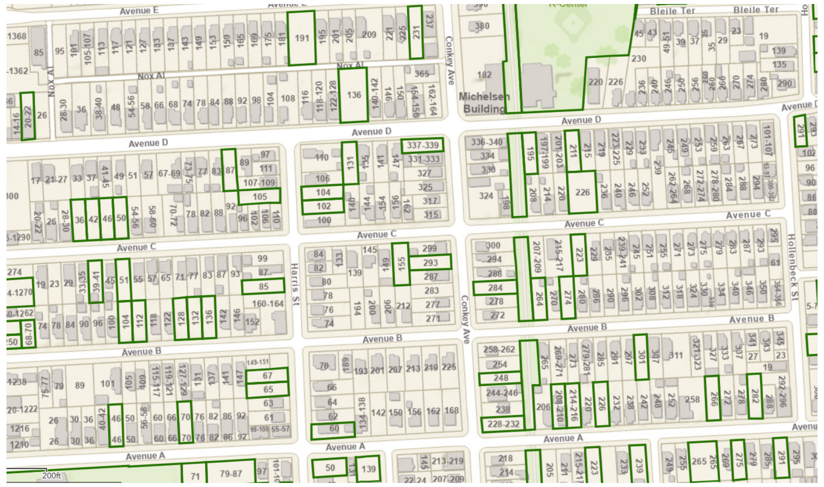

Roth St
Lill St
Flower St
Radio St


Ketchum St
Avenue A
Carl St
N Clinton Ave
Mead St
Laforce St
Radio St
Clifford Ave


Red Wing Plaza
N Clinton Ave
Geneva St
Lang St
Trenaman St
Borchard St
Oscar St
Mazda Ter
Burbank St
Rialto St

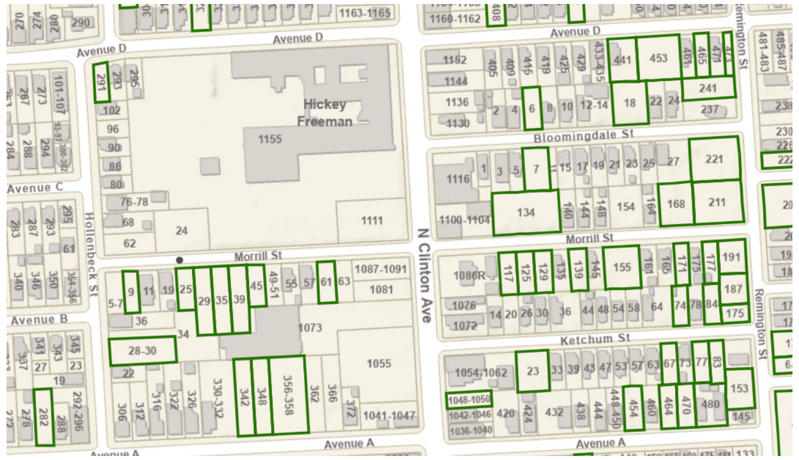
Avenue B, C, D Vacant Lots

Address	Street	Zip Code	Owner	Lot Width	Lot Depth	Lot Sq Ft	Zoned
162	Ave D	14621	Park space			0	
196	Avenue C	14621	Creue-Cocur Flairing	5.63	40	225	R-1
635	Avenue D	14621	City of Rochester	20	66.73	1335	R-1
852	Avenue D	14621	Mr Affordable Llc	18	103	1854	R-1
494	Avenue D	14621	Copeland Larry	20	102.47	2049	
496	Avenue D	14621	Casiano Santiago Jr	20	102.59	2052	R-1
473	Avenue D	14621	City Of Rochester	20.5	100.31	2056	R-1
602	Avenue D	14621	Chili Pepper Llc	39	66	2574	R-1
650	Avenue D	14621	City Of Rochester	40	66	2640	R-1
662	Avenue D	14621	City Of Rochester	40	66	2640	R-1
613	Avenue D	14621	City Of Rochester	40	66.33	2653	R-1
643	Avenue D	14621	City Of Rochester	40	66.93	2677	R-1
291	Avenue D	14621	City Of Rochester	33.35	89.12	2972	R-1
465	Avenue D	14621	City Of Rochester	33.14	99.97	3313	R-1
238	Avenue E	14621	City Of Rochester	40	85	3400	R-1
665	Avenue D	14621	City Of Rochester	40	87.12	3485	R-1
773-775	Avenue D	14621	City Of Rochester	35	100	3500	R-1
755-757	Avenue D	14621	City Of Rochester	36.94	100	3694	R-1
715	Avenue D	14621	City Of Rochester	39.3	95.07	3736	R-1
821	Avenue D	14621	Wilson Andrew P Davis Marvian	40	95	3800	
552	Avenue D	14621	City Of Rochester	38	103.9	3948	R-1
210-212	Avenue E	14621	City Of Rochester	40	100	4000	R-1
940	Avenue D	14621	City Of Rochester	36	112.25	4041	R-1
432	Avenue D	14621	City Of Rochester	34.5	118.95	4104	R-1
516	Avenue D	14621	City Of Rochester	40	103.07	4123	R-1
532	Avenue D	14621	Rodriguez Miguel	40	103.43	4137	R-1
436	Avenue D	14621	Lora Mercedes B Lora Valentin	37.5	118.95	4461	R-1
87	Avenue D	14621	City Of Rochester	40	119.78	4791	R-1
132	Avenue B	14621	City Of Rochester	40	120	4800	R-1
128	Avenue B	14621	City Of Rochester	40	120	4800	R-1
194	Avenue B	14621	McEwen Charles McEwen Sandra	40	120	4800	R-1
301	Avenue B	14621	City Of Rochester	37.8	128.23	4847	R-1
406-408	Avenue D	14621	City Of Rochester	41	118.95	4877	R-1
274	Avenue B	14621	City Of Rochester	40.75	120	4890	R-1
264	Avenue B	14621	Roc Holdings 101 LLC	40.75	120	4890	R-1
223	Avenue C	14621	City of Rochester	40.75	120	4890	R-1
195	Avenue D	14621	City Of Rochester	40.75	120	4890	R-1
211	Avenue D	14621	City Of Rochester	40.75	120	4890	R-1
320	Avenue D	14621	City Of Rochester	41	120.39	4936	R-1
162-164	Avenue D	14621	Kistler Holding Llc	50	100.1	5005	R-1
131	Avenue D	14621	City Of Rochester	43.25	119.82	5182	R-1
742	Avenue D	14621	City Of Rochester	40.58	131.05	5318	R-1
155	Avenue C	14621	City of Rochester	44.75	120	5370	R-1
231	Avenue E	14621	City Of Rochester	38.5	153.1	5894	R-1
671	Avenue D	14621	City Of Rochester	75.02	87.25	6545	R-1
772-776	Avenue D	14621	Dejesus Muniz Marilyn	69.14	103	7121	R-1
739	Avenue D	14621	City Of Rochester	66	129.9	8573	R-1
453	Avenue D	14621	City Of Rochester	98.01	99.56	9758	R-1
226	Avenue C	14621	City Of Rochester	81.5	120	9780	R-1
676	Avenue D	14621	City Of Rochester	80	125.36	10029	R-1
191	Avenue E	14621	City Of Rochester	77	153.12	11790	R-1
136	Avenue D	14621	City Of Rochester	80	153.12	12250	R-1
711	Avenue D	14621	City Of Rochester	39.33	384.51	15123	R-1
60	Bleile Ter	ROCHESTER	14621	Residential, Vacant Land	Vacant Land	City Of Rochester	60
38	Bleile Ter	ROCHESTER	14621	Residential, Vacant Land	Vacant Land	City Of Rochester	38



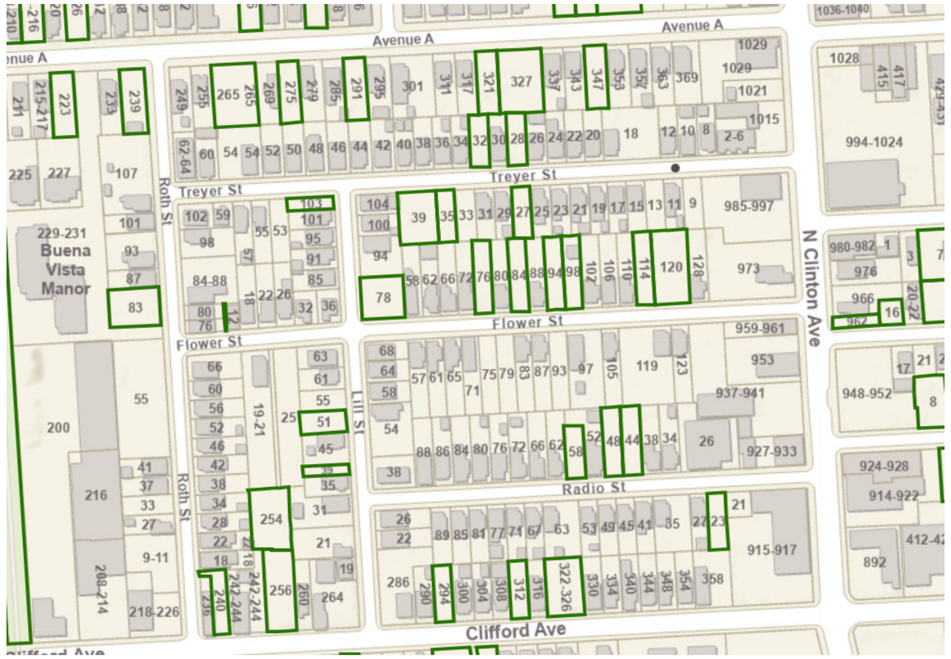
Morrill St- Bloomingdale St- Ketchum St Vacant Lots

Address	Street	Zip Code	Owner	Lot Width	Lot Depth	Lot Sq Ft	Zoned
9	Morrill St			96.00	0.00	0	R-1
25	Morrill St			96.00	0.00	0	R-1
29	Morrill St			154.13	0.00	0	R-1
35	Morrill St			154.13	0.14	22	R-1
39	Morrill St			154.13	0.00	0	R-1
45	Morrill St			96.00	0.09	9	R-1
49-51	Morrill St			96.00	0.00	0	R-1
61	Morrill St			96.00	0.00	0	R-1
63	Morrill St			96.00	0.00	0	R-1
7-May	Morrill St			96.00	0.09	9	R-1
139	Morrill St			96.36	0.00	0	R-1
117	Morrill St			96.36	0.09	9	R-1
125	Morrill St			96.36	0.09	9	R-1
129	Morrill St			96.36	0.00	0	R-1
134	Morrill St			96.16	0.33	32	R-1
168	Morrill St			96.16	0.17	16	R-1
154	Morrill St			96.16	0.17	16	R-1
155	Morrill St			96.36	0.18	17	R-1
171	Morrill St			96.36	0.00	0	R-1
177	Morrill St			96.36	0.07	7	R-1
6	Bloomingdale St			3820.23	272.68	1,041,698	
18	Bloomingdale St			7719.70	353.21	2,726,651	
7	Bloomingdale St			5751.75	313.39	1,802,532	
11	Bloomingdale St			1723.08	231.21	398,390	
21	Bloomingdale St			3764.76	271.55	1,022,315	
23	Ketchum St					0	
20	Ketchum St					0	
84	Ketchum St					0	
74	Ketchum St					0	
67	Ketchum St					0	
77	Ketchum St					0	
83	Ketchum St					0	



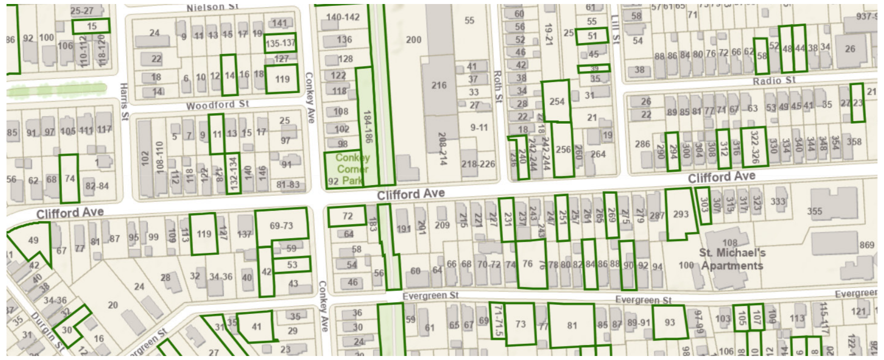
Treyer St- Flower St- Radio St Vacant Lots

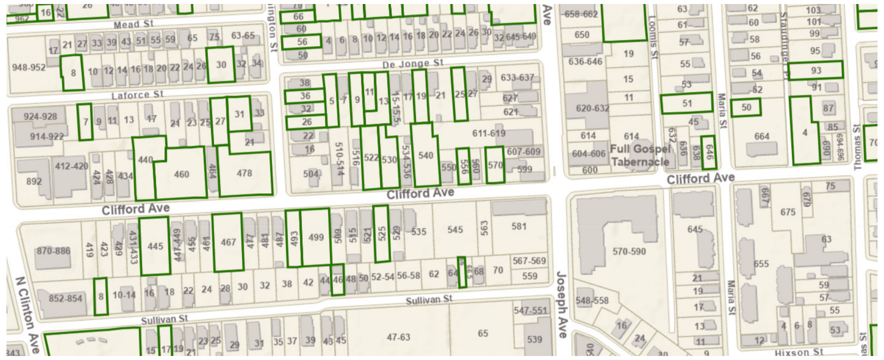
Address	Street	Zip Code	Owner	Lot Width	Lot Depth	Lot Sq Ft	Zoned	Notes
8	Flower St		City Of Rochester	3.2	22.45	100	R-1	
23	Flower St		Hayden Gwendolyn	7.5	255	2500	R-1	
21	Radio St		The Salvation Army	45	47.5	2500	R-1	
28	Treyer St		City Of Rochester	34.88	96.16	4000	R-1	Existing community garden with path and benches
32	Treyer St		City Of Rochester	34.88	96.16	4000	R-1	
35	Treyer St		City Of Rochester	34.89	96.16	4000	R-1	
33	Treyer St		Rochester Hsg Authority	34.89	96.16	4000	R-1	
27	Treyer St		City Of Rochester	34.89	96.16	4000	R-1	
13	Treyer St		MPT Properties Llc	34.89	96.16	4000	R-1	
23	Radio St		City Of Rochester	34	106	4000	R-1	
58	Radio St		City Of Rochester	35.01	96.17	4000	R-1	
53	Treyer St		Pacheco Cellys Vanessa	33.73	117.71	4500	R-1	
114	Flower St		Astacio Accommodations LLC	33	134.29	5000	R-1	
98	Flower St		City Of Rochester	33	134.3	5000	R-1	
94	Flower St		City Of Rochester	33	134.3	5000	R-1	
84	Flower St		City Of Rochester	33	134.31	5000	R-1	
76	Flower St		City Of Rochester	33	134.32	5000	R-1	
44	Radio St		City Of Rochester	35.01	126.6	5000	R-1	
48	Radio St		City Of Rochester	35.01	126.66	5000	R-1	
75	Flower St		Hardeman Brian	32.52	145.34	5500	R-1	
79	Flower St		Hardeman Brian	32.52	145.34	5500	R-1	
93	Flower St		Manuel Dorothy	32.52	145.34	5500	R-1	
39	Treyer St		City Of Rochester	69.9	96.16	7500	R-1	
120	Flower St		City Of Rochester	66	134.29	9000	R-1	
26	Radio St		Pentecostal Holiness Church Of Rochester Inc	108.04	126.42	10800	R-1	



Clifford Ave Vacant Lots

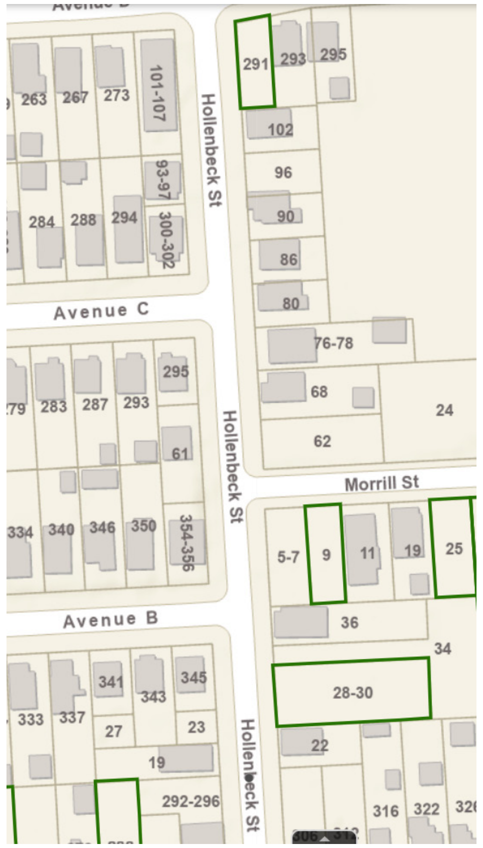
Address	Street	Zip Code	Owner	Lot Width	Lot Depth	Lot Sq Ft	Zoned
1285R	Clifford Ave		City Of Rochester	34.92	10	300	R-1
1153	Clifford Ave		Saleh Fadil M Alomari Mohamed	9.2	61.44	500	C-2
33	Clifford Ave		City Of Rochester	1	100	600	R-1
564	Clifford Ave		Creve-Coeur Flairine C	15.75	96.97	1500	R-1
886	Clifford Ave		Xzar Cigars LLC	30	48	1500	R-1
646	Clifford Ave		City Of Rochester	36	90	3200	R-1
240	Clifford Ave		City Of Rochester	29	118.8	4000	R-1
312	Clifford Ave		City Of Rochester	34	106	4000	R-1
294	Clifford Ave		City Of Rochester	34	106	4000	R-1
556	Clifford Ave		City Of Rochester	34	97.12	4000	R-1
303	Clifford Ave		City Of Rochester	38.9	100.59	4000	R-1
269	Clifford Ave		City Of Rochester	33.69	124	4500	R-1
251	Clifford Ave		Tobie Jimmie	33.67	124	5000	R-1
856	Clifford Ave		City of Rochester	32.66	144.21	5500	R-1
132-134	Clifford Ave		City Of Rochester	40	110.04	5500	R-1
231	Clifford Ave		City Of Rochester	40.29	118	5500	R-1
570	Clifford Ave		City Of Rochester	47.75	96.94	5500	R-1
953	Clifford Ave		Quinones Ramon	35	108	5900	R-1
322-326	Clifford Ave		City Of Rochester	68	106	7800	R-1
493	Clifford Ave		City Of Rochester	40	154.38	7900	R-2
525	Clifford Ave		City Of Rochester	40	152.81	7900	R-2
563	Clifford Ave		Baden Street Settlement	40	150.98	7900	R-2
423	Clifford Ave		Rutland Reginald Lazar	40	157.78	8300	R-2
74	Clifford Ave		City Of Rochester	50	130	8300	R-1
530	Clifford Ave		City Of Rochester	50.23	173.64	8400	R-1
256	Clifford Ave		City Of Rochester	54.5	153	8700	R-1
254	Clifford Ave		City Of Rochester	73.01	115.26	8700	R-1
522	Clifford Ave		City Of Rochester	50.23	173.77	9000	R-1
119	Clifford Ave		City Of Rochester	70	110	9000	R-1
467	Clifford Ave		City of Rochester	40	155.69	9600	
499	Clifford Ave		City Of Rochester	80	154.12	9600	R-2
445	Clifford Ave		City Of Rochester	80	156.99	9700	R-2
49	Clifford Ave		City Of Rochester	126.64	122.5	9800	R-1
293	Clifford Ave		City Of Rochester	70.78	139.25	10200	R-1
440	Clifford Ave		City Of Rochester	53.5	174.35	11100	R-1
540	Clifford Ave		City Of Rochester	70.01	173.42	11100	R-1
545	Clifford Ave		Baden Street Settlement	120	151.77	12200	R-2
478	Clifford Ave		City Of Rochester	145.88	140	14300	R-1
460	Clifford Ave		City Of Rochester	139	174	14700	R-1

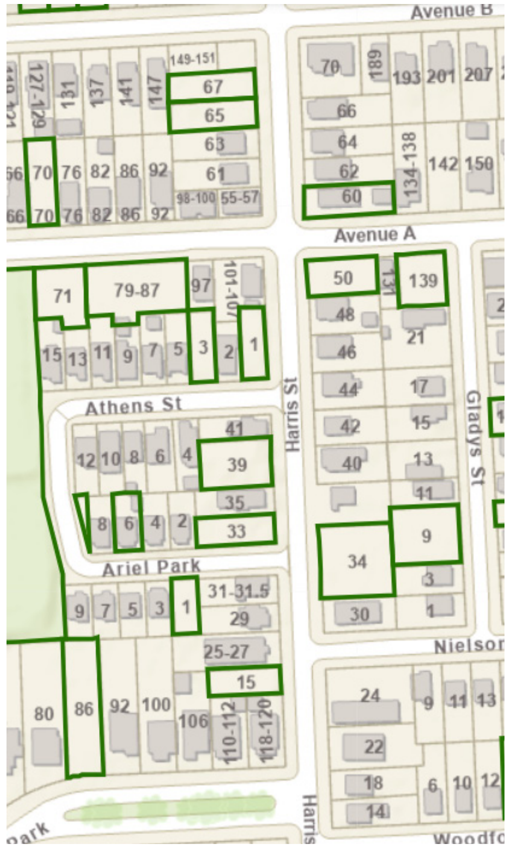

Nielson St
Woodford St
Harris St
Conkey Ave
Conkey Corner Park
Roth St
Lill St
Radio St
Clifford Ave
Evergreen St
Durgin St
St. Michael's Apartments


Mead St
De Jonge St
Laforce St
Clifford Ave
Sullivan St
N Clinton Ave
Joseph Ave
Full Gospel Tabernacle
Loomis St
Maria St
Hixson St

Harris St- Hollenback St Vacant Lots

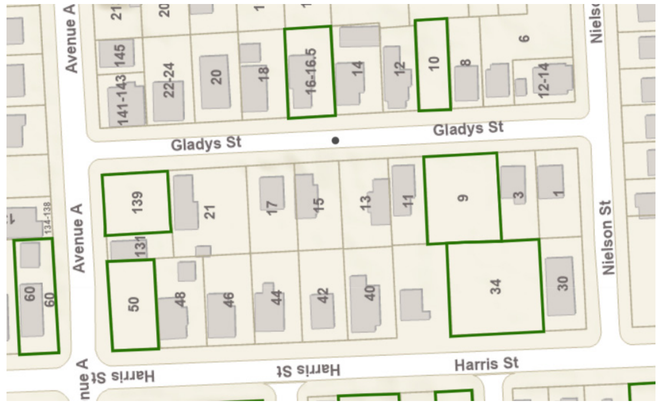
Address	Street	Zip Code	Owner	Lot Width	Lot Depth	Lot Sq Ft	Zoned
15	Harris St		City of Rochester	37.43	100	3743	
104	Harris St		City Of Rochester	39.9	120	4788	
102	Harris St		City Of Rochester	40	120	4800	
105	Harris St		City Of Rochester	40	119.9	4796	
85	Harris St		City Of Rochester	40	119.88	4795	
67	Harris St		City Of Rochester	40	119.87	4795	
65	Harris St		City Of Rochester	40	119.87	4795	
33	Harris St		City Of Rochester	40	110	4400	
50	Harris St		City Of Rochester	51.58	95.87	4945	
39	Harris St		City Of Rochester	66	100	6600	
34	Harris St		City of Rochester	100	100	10000	
23	Hollenbeck St		Diaz Angel	32	40	1280	
27	Hollenbeck St		Price Carlos A	32	40	1280	
142	Hollenbeck St			46.02	123	5660	
154-156	Hollenbeck St		City Of Rochester	46.59	120	5591	
136-138	Hollenbeck St		City Of Rochester	55.54	41	2277	
28-30	Hollenbeck St		City Of Rochester	58.12	150	8718	


Hollenbeck St
Avenue C
Avenue B
Morrill St
28-30


Avenue B
Avenue A
Athens St
Ariel Park
Harris St
Gladys St
Nielson
Woodf

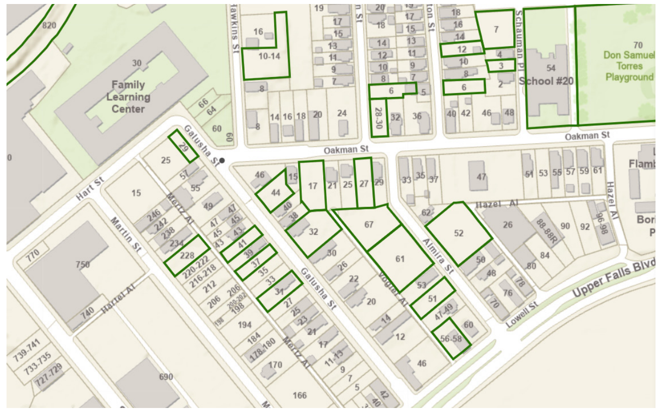
Gladys St Vacant Lots

Address	Street	Zip Code	Owner	Lot Width	Lot Depth	Lot Sq Ft	Zoned
9	Gladys St	14621	City Of Rochester	80	95.97	8800	R-1
10	Gladys St	14621	City Of Rochester	34	97.79	4400	R-1
962	St Paul St			85.33	150	12800	


Gladys St
Harris St
Avenue A
Nielson St

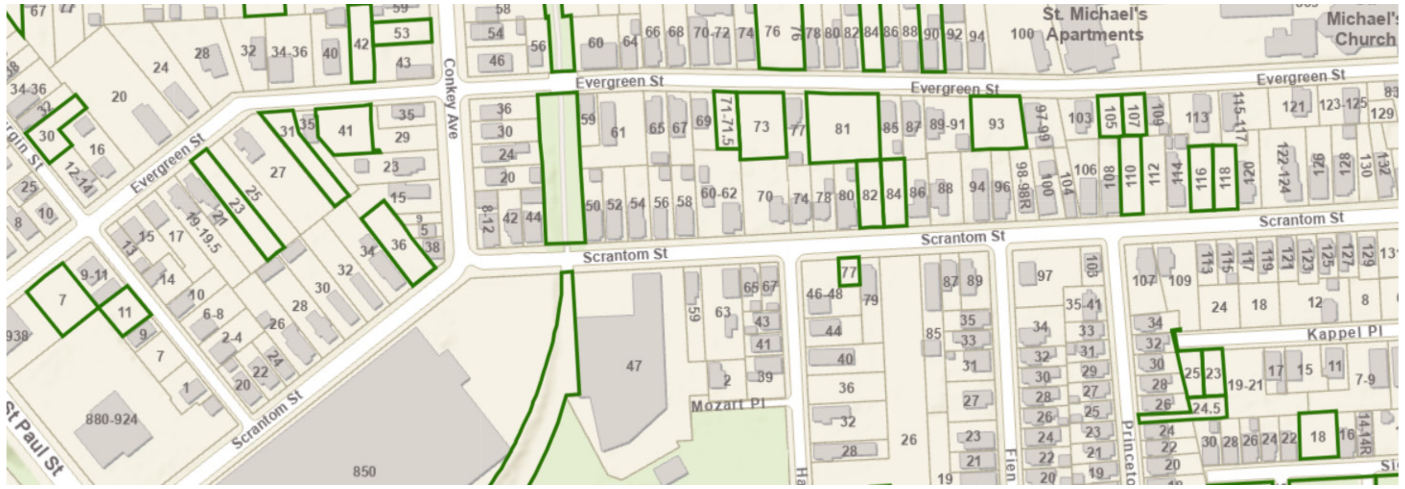
Oakman St- Hawkin St- Galusha St Vacant Lots

Address	Street	Zip Code	Owner	Lot Width	Lot Depth	Lot Sq Ft	Zoned	Notes
18	Siebert	Place						
12	Princeton							
6	Princeton							
28-30	Oakman			66-110				
17	Oakman							
27	Oakman							
14-Oct	Hawkins St							
29	Hart St							
	Galusha							
6	Fien Street							combine with 28 - 30 Oakman St


Family Learning Center
School #20
Don Samuel Torres Playground
Oakman St
Upper Falls Blvd

Evergreen St- Carl St- Scrantom St- Kappel Place Vacant Lots

Address	Street	Zip Code	Owner	Lot Width	Lot Depth	Lot Sq Ft	Zoned	Notes
7	Evergreen		80	100				
23	Evergreen							
25	Evergreen							
31	Evergreen		57.65	207				
41	Evergreen							parkland owned by city
71	Evergreen		40	100				
73	Evergreen		80	118				
81	Evergreen							
76	Evergreen							
84	Evergreen							
90	Evergreen							
93	Evergreen							
105-107	Evergreen							
28	Carl Street							
30	Carl STreet							
36	Scrantom St		50	147				
82-84	Scrantom ST							
77	Scrantom St							
110-112	Scrantom St							
116-118	Scrantom ST							
23-25	Kappel Place							


St. Michael's Apartments
Michael's Church
Evergreen St
Scrantom St
Kappel Pl
Mozart Pl
Conkey Ave
St Paul St

GOOD
WANG CHINESE RESTAURANT